

ESTTA Tracking number: **ESTTA675367**

Filing date: **06/01/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Apple Inc.
Granted to Date of previous extension	05/31/2015
Address	1 Infinite Loop, MS: 169-31PL Cupertino, CA 95014 UNITED STATES

Attorney information	Joseph Petersen KILPATRICK TOWNSEND & STOCKTON LLP 1114 Avenue of the Americas, 21st Fl. New York, NY 10036 UNITED STATES JPetersen@kiltown.com, aroach@kiltown.com, agarcia@kiltown.com, SRoe@kilpatricktownsend.com, tmadmin@kiltown.com
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### Applicant Information

Application No	86313564	Publication date	12/02/2014
Opposition Filing Date	06/01/2015	Opposition Period Ends	05/31/2015
Applicant	Star Apple Music Production Inc. 2420 Morris Avenue Bronx, NY 10468 UNITED STATES		

### Goods/Services Affected by Opposition

Class 041. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Composition of music for others; Music production services; Music publishing services
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### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)


### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1078312	Application Date	03/25/1977
Registration Date	11/29/1977	Foreign Priority Date	NONE
Word Mark	APPLE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1976/04/00 First Use In Commerce: 1976/04/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE

U.S. Registration No.	3928818	Application Date	05/03/2007
Registration Date	03/08/2011	Foreign Priority Date	NONE

Word Mark	APPLE
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01 Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, im-
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	<p>age, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above</p>
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U.S. Registration No.	4088195	Application Date	03/22/2008
Registration Date	01/17/2012	Foreign Priority Date	09/28/2007
Word Mark	APPLE		

Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01</p> <p>Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network</p>		

U.S. Registration No.	1114431	Application Date	03/20/1978
Registration Date	03/06/1979	Foreign Priority Date	NONE
Word Mark	NONE		





Design Mark	
Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF ANAPPLE WITH A BITE REMOVED.
Goods/Services	Class 009. First use: First Use: 1977/01/00 First Use In Commerce: 1977/01/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE

U.S. Registration No.	2715578	Application Date	07/01/2002
Registration Date	05/13/2003	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			

Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01</p> <p>Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [ terminals and ] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [ modems; ] audio speakers; computer video control devices, namely, computer mice, [ trackballs, joysticks and gamepads; ] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [ character recognition software; telephony management software; ] electronic mail and messaging software; [ telecommunications software, namely, for paging; ] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [ Computer search engine software; ] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above</p>

U.S. Registration No.	3298028	Application Date	08/02/2006
Registration Date	09/25/2007	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics</p> <p>Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events</p>		
U.S. Registration No.	3679056	Application Date	01/13/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	<p>Class 009. First use: First Use: 1977/01/31 First Use In Commerce: 1977/01/31 Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest</p>		

U.S. Registration No.	3359045	Application Date	04/09/2007
Registration Date	12/25/2007	Foreign Priority Date	11/13/2006


Word Mark	APPLE TV
Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2007/03/21 First Use In Commerce: 2007/03/21 Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content

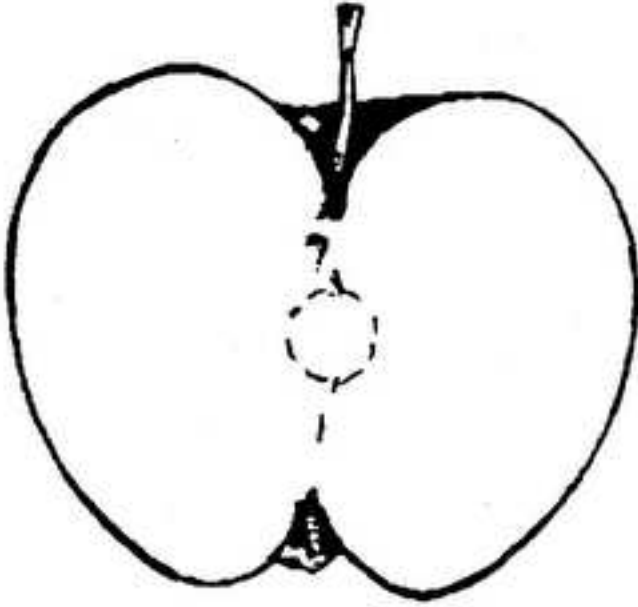
U.S. Registration No.	3710912	Application Date	02/04/2008
Registration Date	11/17/2009	Foreign Priority Date	NONE
Word Mark	APPLE STORE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 037. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices</p> <p>Class 038. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29 Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications devices; consulting services in the field of selection, implementation and use of consumer electronic systems for others, namely, telecommunication systems featuring telephones, cellular telephones and wireless telecommunications devices</p> <p>Class 041. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19</p>		

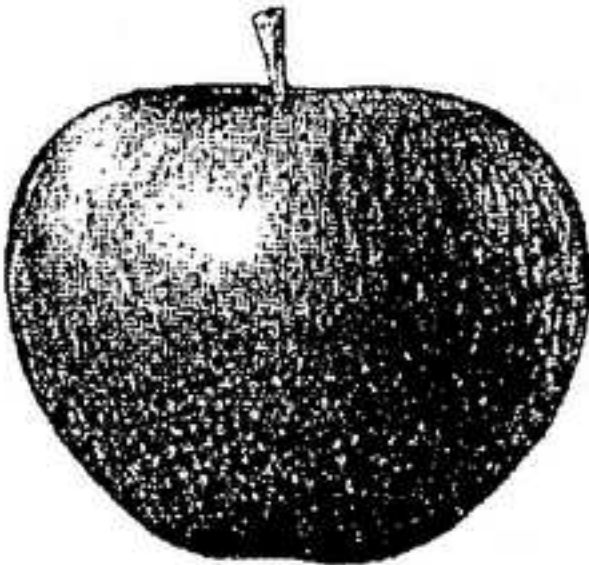
	<p>Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices</p> <p>Class 042. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19</p> <p>Technical support services, namely, troubleshooting computer hardware, computer peripheral, computer software and consumer electronic devices; installation, updating, maintenance and repair of computer software; technical consulting in the field of computers and computer-based consumer electronics; computer and consumer electronic diagnostic services; consulting services in the field of selection, implementation and use of computer hardware, computer software and computer-based consumer electronic systems for others; computer data recovery; consulting services in the field of selection, implementation and use of computer hardware and computer software for the operation of consumer electronic systems for others in the nature of audio, audiovisual and home and portable entertainment systems and devices</p>
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U.S. Registration No.	2034964	Application Date	06/26/1995
Registration Date	02/04/1997	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1968/08/00 First Use In Commerce: 1968/08/00 gramophone records featuring music; pre-recorded audio tape cassettes featuring music; audio compact discs featuring music; pre-recorded video tape cassettes featuring music; [ video laser discs featuring music ]		

U.S. Registration No.	3317089	Application Date	06/04/2004
Registration Date	10/23/2007	Foreign Priority Date	NONE
Word Mark	APPLE		

Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical videorecords; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, [ audio tapes, ] gramophone records, [ video tapes, ] video discs, DVDs, CD-ROMs (( and interactive compact discs, )) all featuring or relating to music and films; digitally recorded sound and video records; (( downloadable musical sound and video records; downloadable sound and videorecords featuring or relating to music,entertainment and films ))</p>		
U.S. Registration No.	2036537	Application Date	06/26/1995
Registration Date	02/11/1997	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1968/08/00 First Use In Commerce: 1968/08/00 gramophone records featuring music; pre-recorded audio compact discs featuring music


U.S. Registration No.	2041653	Application Date	06/26/1995
Registration Date	03/04/1997	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			



Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1968/08/00 First Use In Commerce: 1968/08/00 gramophone records featuring music; pre-recorded audio tape cassettes featuring music; audio compact discs featuring music; pre-recorded video tape cassettes featuring music; [ video laser discs featuring music ]

U.S. Registration No.	3221275	Application Date	06/04/2004
Registration Date	03/27/2007	Foreign Priority Date	NONE

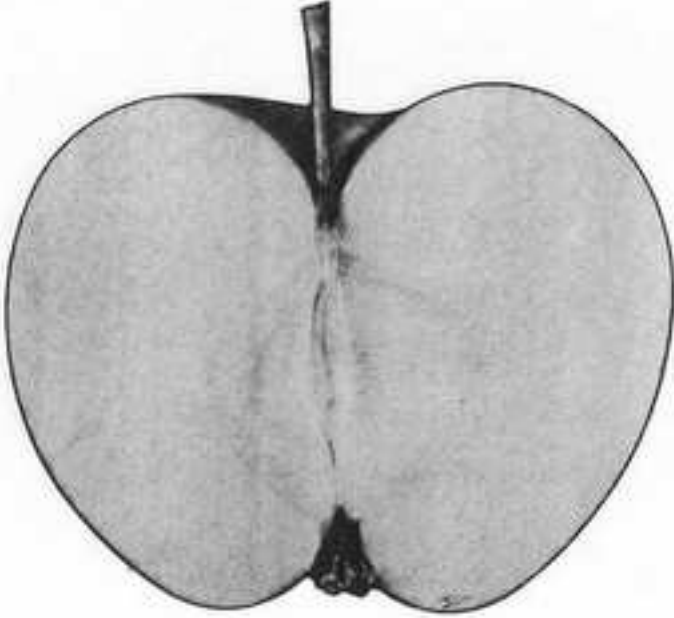
Word Mark	NONE
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Design Mark	
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Description of Mark	The mark consists of an artistic rendering of an apple.
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Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 Musical sound recordings; sound recordings featuring entertainment, music, musicians, documentaries, biographies, interviews, performances, reviews, historical narratives, drama and fiction; musical video recordings; musical cinematographic films; video records and cinematographic films featuring entertainment, music, musicians, caricatures, cartoons, animation, television programs, documentaries, film excerpts, biographies, interviews, performances, reviews, historical narratives, drama and fiction; sound recordings, video records, cinematographic films, namely, television programs, motion pictures, audio visual records and audio video film footage for television and other transmission; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, audio tapes, gramophone records, video tapes, video discs, DVDs, CD-ROMs and interactive compact discs, all featuring or relating to music and films; digitally recorded sound and video records featuring music, entertainment and cinematographic films; downloadable musical sound and video records; downloadablesound and video records featuring or relating to music, entertainment and films
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U.S. Registration No.	3200354	Application Date	06/04/2004
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Registration Date	01/23/2007	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of an artistic rendering of a half apple.		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Musical sound recordings; sound recordings featuring entertainment, music, musicians, documentaries, biographies, interviews, performances, reviews, historical narratives, drama and fiction; musical video recordings; musical cinematographic films; video records and cinematographic films featuring entertainment, music, musicians, caricatures, cartoons, animation, television programs, documentaries, film excerpts, biographies, interviews, performances, reviews, historical narratives, drama and fiction; sound recordings, video records, cinematographic films, namely, television programs, motion pictures, audio visual records and audio video film footage for television and other transmission; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, audio tapes, gramophone records, video tapes, video discs, DVDs, CD-ROMs and interactive compact discs, all featuring or relating to music and films; digitally recorded sound and video records featuring music, entertainment and cinematographic films; downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films</p>		

Attachments	<p>77172511#TMSN.png( bytes )</p> <p>77428980#TMSN.png( bytes )</p> <p>73162799#TMSN.png( bytes )</p> <p>76426501#TMSN.png( bytes )</p> <p>78943482#TMSN.png( bytes )</p> <p>77648705#TMSN.png( bytes )</p> <p>77152380#TMSN.png( bytes )</p> <p>77388365#TMSN.png( bytes )</p> <p>78430230#TMSN.png( bytes )</p> <p>74693838#TMSN.png( bytes )</p>
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	74693680#TMSN.png( bytes ) 78430266#TMSN.png( bytes ) 78430282#TMSN.png( bytes ) 2015.06.01 Notice of Opposition.pdf(313362 bytes ) NOO Exhibits - STAR APPLE & Design_Part1.pdf(4012161 bytes ) NOO Exhibits - STAR APPLE & Design_Part2.pdf(4106214 bytes ) NOO Exhibits - STAR APPLE & Design_Part3.pdf(4127356 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Joseph Petersen/
Name	Joseph Petersen
Date	06/01/2015

1. Opposer is the world-famous designer, manufacturer, and distributor of a wide variety of goods and services, and Opposer's APPLE brand is one of the best known brands in the world. Among the variety of Opposer's computing goods and services, Opposer offers many products specifically used in connection with the composition, production, and publication of music and related audio entertainment content, including but by no means limited to the

GarageBand music composition and production application program, Logic Pro music composition and production application program, iTunes music and media player software, iTunes Store internet-based music and media retail content-delivery services, iPod mobile digital music and media players, digital audio and video editing software, multi-media publishing services, and a broad range of other goods and services.

2. Since at least as early as 1977, Opposer has extensively promoted, marketed, advertised, distributed, and sold goods and services in connection with a family of trademarks consisting, in whole or in part, of the word APPLE and a visual equivalent of the word, to wit a logo depicting a stylized apple with a detached leaf, as shown below:



(the “Apple Logo”).

3. Opposer’s family of APPLE-based word marks and its Apple Logo (collectively, the “Apple Marks”) are distinctive, arbitrary marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Opposer’s extensive advertising, promotion, and use of the Apple Marks in connection with a variety of goods and services, the Apple Marks have acquired enormous goodwill, and have come to be identified immediately with Opposer as the source of goods and services.

4. The Apple Marks are famous under the Lanham Act, specifically 15 U.S.C. § 1125 *et seq.*, and are among the most valuable trademarks in the world. The extraordinary level of fame and consumer recognition that the Apple Marks currently enjoy cannot be seriously disputed.

5. For many years, Opposer's APPLE brand (including the Apple Logo) has consistently been recognized as one of the top brands in the United States and throughout the world. Over the past eight years, Millward Brown Optimor ("MBO"), a leading market research and brand valuation and management company, has found APPLE to be one of the top 100 brands in MBO's "Brandz™ Top 100 Most Valuable Global Brands," an annual assessment of the 100 most valuable brands in the world. In MBO's 2015 rankings, Opposer's APPLE brand was ranked the most valuable brand in the world with an estimated value of \$247 billion. Opposer's APPLE brand was ranked 7th in MBO's 2008 rankings, 6th in the 2009 rankings, 3rd in the 2010 rankings, 1st in the 2011, 2012, and 2013 rankings, and 2nd in the 2014 rankings. Attached as **Exhibit 1** are copies of relevant pages of MBO's rankings in reverse chronological order from 2015 through 2008.

6. In May 2015, *Forbes* magazine ranked the APPLE brand as the world's most valuable brand for the fifth year in a row, with an estimated valuation of \$145.3 billion, up 17% over 2014. Attached as **Exhibit 2** are printouts of *Forbes* magazine's articles regarding its list of the most valuable brands from 2015, 2014, 2013, 2012, and 2011, obtained from its website.

7. In 2015, for the fourth consecutive year, Apple won the *Harris Interactive* "Brand of the Year" award in the tablet computer category, beating out its competitors. Attached as **Exhibit 3** is a printout of the *Harris Interactive* report obtained from the website at <http://www.harrisinteractive.com/Insights/EquiTrendRankings/2015EquiTrendRankings.aspx>.

8. In addition, Interbrand has consistently recognized Opposer's APPLE brand as belonging in the top 50 of the world's most valuable brands, increasing in value each year. In 2013, the APPLE brand took the top spot for the first time as the most valuable brand in the world, and continues to hold this number one position for the 2014 rankings. The rise to the number one position came after an increase in Apple's position in 2012 from 8<sup>th</sup> (2011) to 2<sup>nd</sup>

(2012), with the biggest growth in estimated brand value in Interbrand's 2012 rankings: 129%. Previously, the APPLE brand rose nine spots in Interbrand's rankings—from 17<sup>th</sup> (2010) to 8<sup>th</sup> (2011)—and increased in estimated brand value by 58%. Attached as **Exhibit 4** are copies of relevant pages of Interbrand's "Best Global Brands" rankings, in reverse chronological order from 2014 through 2010. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past four years:

- i. 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$118.9 billion.
- ii. 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$98.32 billion.
- iii. 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated brand worth of U.S. \$76.568 billion.
- iv. 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated brand worth of U.S. \$33.492 billion.
- v. 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated brand worth of U.S. \$21.143 billion.

9. Opposer also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of "Most Admired Companies." Opposer has featured prominently in these rankings each year, and in 2015, 2014, 2013, 2012, 2011, 2010, and 2009 was named the "World's Most Admired Company" for the year. Prior to 2009, *Fortune Magazine's* list was limited to "America's Most Admired Companies," and Opposer also topped this list in 2008. Attached as **Exhibit 5** are true and correct copies of printouts of relevant pages of *Fortune Magazine's* "Most Admired Companies" rankings in reverse chronological order from 2015 through 2008.



10. Opposer is the owner of numerous United States registrations on the Principal Register for the Apple Marks, including, without limitation, the following registrations:


TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
APPLE	1,078,312	March 25, 1977/ Nov. 29, 1977	Class 9: Computers and computer programs recorded on paper and tape (first use: April 1976)
APPLE	3,928,818	May 3, 2007/ March 8, 2011	Class 9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players. portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile




TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software. computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; <b>computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media</b>; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above (first use Apr. 1, 1976)
APPLE	4,088,195	Mar. 22, 2008/ Jan. 17, 2012	Class 41: Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; <b>digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network;</b> rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; <b>entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music</b> , concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network (first use Mar. 1, 1981)
	1,114,431	March 20, 1978/ March 6, 1979	Class 9: Computers and computer programs recorded on paper and tape (first use: January 1977)
	2,715,578	July 1, 2002/ May 13, 2003	Class 9: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [ terminals and ] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [ modems; ] audio speakers; computer video control devices, namely, computer mice, [ trackballs, joysticks and gamepads; ] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [ character recognition software; telephony management software; ] electronic mail and messaging software; [ telecommunications software, namely, for paging; ] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; <b>computer software for use in digital video and audio editing</b> ; computer software for use in enhancing

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; <b>computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data</b> ; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [ Computer search engine software; ] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above (first use Jan. 1, 1977)
	3,298,028	Aug. 2, 2006/ Sept. 25, 2007	Class 41: Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; <b>providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment</b> materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; <b>providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events</b> (first use Mar. 1, 1981)

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	3,679,056	Jan. 13, 2009/ Sept. 8, 2009	Class 9: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; <b>downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music</b> , movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest (first use Jan. 31, 1977)
APPLE TV	3,359,045	Apr. 9, 2007/ Dec. 25, 2007	Class 9: Computer hardware; computer networking hardware; set top boxes; <b>digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of</b>

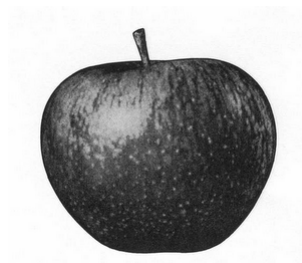
TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<b>audio, video and multimedia content</b> ; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content (first use Mar. 21, 2007)
<b>APPLE STORE</b>	3,710,912	Feb. 4, 2008/ Nov. 17, 2009	<p>Class 37: Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices (first use May 19, 2001)</p> <p>Class 38: Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications devices; consulting services in the field of selection, implementation and use of consumer electronic systems for others, namely, telecommunications systems featuring telephones, cellular telephones and wireless telecommunications devices (first use June 29, 2007)</p> <p>Class 41: <b>Education and training services, namely, conducting classes, workshops, and seminars in the field of computers</b>, computer software, online services, information technology, internet website design, <b>music</b>, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; <b>entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances</b>; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices (first use May 19, 2001)</p> <p>Class 42: Technical support services, namely, troubleshooting computer hardware, computer peripheral, computer software and consumer electronic devices; installation, updating, maintenance and repair of computer software; technical consulting in the field of computers and computer-based consumer electronics; computer and consumer electronic diagnostic services; consulting services in the field of selection,</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			implementation and use of computer hardware, computer software and computer-based consumer electronic systems for others; computer data recovery; consulting services in the field of selection, implementation and use of computer hardware and computer software for the operation of consumer electronic systems for others in the nature of audio, audiovisual and home and portable entertainment systems and devices (first use May 19, 2001)

Copies of the registration certificates and print-outs from the United States Patent and Trademark Office online database for the above-identified registrations are annexed as **Exhibit 6**.

11. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 1,078,312, 1,114,431, 2,715,578, 3,298,028 and 3,359,045 rendering such registrations incontestable.

12. Opposer also owns the valuable family of apple-related trademarks formerly owned by Apple Corps Limited (“Apple Corps”). Apple Corps was established by the world famous musical stars, The Beatles. Since at least as early as 1968, Apple Corps and its licensees have extensively promoted, marketed, advertised, distributed, and sold goods and services in connection with a family of trademarks including the Apple Corps trade name, the APPLE word mark and its variants, and the Apple Corps design marks and their variants (collectively the “Apple Corps Marks”). One of the Apple Corps Marks depicts a photographed whole apple, as shown below:



(the “Whole Apple Design”).





13. In 2007 and 2008, by written assignment, Apple Corps assigned its Apple Corps Marks to Opposer Apple Inc., which subsequently licensed the marks back to Apple Corps for Apple Corps' continued exclusive use. These assignments were recorded in connection with the U.S. trademark registrations of the Apple Corps Marks, which are now owned by Opposer and are annexed as **Exhibit 7**. Subsequent to this assignment, and under an exclusive license from Apple, Apple Corps has continued its use and sub-licensing of the Apple Corps Marks in connection with the promotion, sale, and packaging of Apple Corps' extraordinarily popular goods and services. Throughout the last four decades, millions upon millions of sound recordings have been sold under the Apple Corps Marks.

14. Opposer's Apple Corps Marks are distinctive, arbitrary marks that have achieved an extraordinary level of consumer recognition. As a result of the extensive advertising, promotion, and use of the Apple Corps Marks in connection with a variety of goods and services, the Apple Corps Marks have acquired enormous goodwill.

15. Opposer is the owner of numerous United States registrations on the Principal Register for the Apple Corps Marks, including, without limitation, the following registrations:

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
APPLE	2,034,964	June 26, 1995/ Feb. 4, 1997	Class 9: <b>Gramophone records featuring music; pre-recorded audio tape cassettes featuring music; audio compact discs featuring music; pre-recorded video tape cassettes featuring music;</b> [ video laser discs featuring music ] (first use Aug. 1968)
APPLE	3,317,089	June 4, 2004/ Oct. 23, 2007	Class 9: <b>Musical sound records;</b> sound records featuring entertainment; <b>sound records featuring music,</b> musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical video records; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; <b>musical sound recordings;</b> musical video recordings; <b>audio and visual recordings featuring or relating to music,</b> entertainment and films; pre-recorded compact



TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			discs, [ audio tapes, ] gramophone records, [ video tapes, ] video discs, DVDs, CD-ROMs (( and interactive compact discs, )) all featuring or relating to music and films; digitally recorded sound and video records; (( <b>downloadable musical sound and video records</b> ; downloadable sound and video records featuring or relating to music, entertainment and films )) (based on EU Reg. No. 00218990, registered Nov. 16, 2000)
	2,036,537	June 26, 1995/ Feb. 11, 1997	Class 9: <b>Gramophone records featuring music; pre-recorded audio compact discs featuring music</b> (first use Aug. 1968)
	2,041,653	June 26, 1995/ Mar. 4, 1997	Class 9: <b>Gramophone records featuring music; pre-recorded audio tape cassettes featuring music; audio compact discs featuring music; pre-recorded video tape cassettes featuring music</b> ; [ video laser discs featuring music ] (first use Aug. 1968)
	3,221,275	June 4, 2004/ Mar. 27, 2007	Class 9: <b>Musical sound recordings; sound recordings featuring entertainment, music</b> , musicians, documentaries, biographies, interviews, performances, reviews, historical narratives, drama and fiction; musical video recordings; musical cinematographic films; video records and cinematographic films featuring entertainment, music, musicians, caricatures, cartoons, animation, television programs, documentaries, film excerpts, biographies, interviews, performances, reviews, historical narratives, drama and fiction; sound recordings, video records, cinematographic films, namely, television programs, motion pictures, audio visual records and audio video film footage for television and other transmission; <b>audio and visual recordings featuring or relating to music</b> , entertainment and films; <b>pre-recorded compact discs, audio tapes, gramophone records, video tapes, video discs, DVDs, CD-ROMs and interactive compact discs, all featuring or relating to music</b> and films; <b>digitally recorded sound and video records featuring music</b> , entertainment and cinematographic films; downloadable musical sound and video records; <b>downloadable sound and video records featuring or relating to music</b> , entertainment and films (based on EU Reg. No. 207274, registered Oct. 5, 1999)
	3,200,354	June 4, 2004/ Jan. 23, 2007	Class 9: <b>Musical sound recordings; sound recordings featuring entertainment, music</b> , musicians, documentaries, biographies, interviews, performances, reviews, historical narratives, drama and fiction; musical video recordings; musical cinematographic films; video records and cinematographic films featuring entertainment,

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			music, musicians, caricatures, cartoons, animation, television programs, documentaries, film excerpts, biographies, interviews, performances, reviews, historical narratives, drama and fiction; sound recordings, video records, cinematographic films, namely, television programs, motion pictures, audio visual records and audio video film footage for television and other transmission; audio and visual recordings featuring or relating to music, entertainment and films; <b>pre-recorded compact discs, audio tapes, gramophone records, video tapes, video discs, DVDs, CD-ROMs and interactive compact discs, all featuring or relating to music and films; digitally recorded sound and video records featuring music, entertainment and cinematographic films; downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films</b> (based on EU Reg. No. 207209, registered Dec. 9, 1998)

Copies of the registration certificates and print-outs from the United States Patent and Trademark Office online database for the above-identified registrations are annexed as **Exhibit 8**.

16. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 2,034,964; 3,317,089; 2,036,537; 2,041,653; 3,221,275; and 3,200,354 rendering such registrations incontestable.

17. Notwithstanding Opposer's prior rights, and well after Opposer's Apple Marks became famous, on June 18, 2014, Star Apple Music Production Inc. ("Applicant") filed intent-to-use Application Serial No. 86/313,564 to register the STAR APPLE MUSIC PRODUCTION, INC. & Apple Design mark ("Applicant's Mark" or the "STAR APPLE MUSIC PRODUCTION, INC. & Apple Design Mark"), depicted below, for "Composition of music for others; Music production services; Music publishing services," in International Class 41 ("Applicant's Services"):



**Star Apple Music Production, Inc.**

18. Opposer is timely filing this Notice of Opposition.

19. There is no issue as to priority. Opposer's Apple Marks were all filed, first used in commerce, and registered well prior to the June 18, 2014 filing date of Applicant's intent-to-use application.

20. Consumers encountering Applicant's Mark, particularly in connection with Applicant's Services, are likely to associate the mark with Opposer, its Apple Marks, and its Apple Corps Marks. Applicant's Mark incorporates Opposer's famous APPLE word mark in its entirety, combined with the terms "music production," which are highly descriptive of Applicant's applied-for music production services. In fact, Applicant has filed a disclaimer of the terms "Music Production, Inc." The only additional word in Applicant's Mark is "star," which simply connotes, in the context of Applicant's Services, a famous musical performer. Applicant's Mark also prominently features an apple, complete with a right-angled leaf element, which has a number of similarities to Opposer's Whole Apple Design mark as well as Opposer's Apple Logo. Given these confusingly similar textual and visual elements, Applicant's Mark conveys the same overall commercial impression as Opposer's Apple Marks and Apple Corps Marks.

21. Further, Applicant's Services are highly related and complementary to the goods and services Opposer and its exclusive licensee have long offered and provided in connection

with the Apple Corps Marks. Specifically, Applicant's Services are music composition, production, and publishing services, which are highly related and complementary to the goods registered for the Apple Corps Marks, including musical sound recordings, gramophone and downloadable records, tape cassettes, and compact discs featuring music (*see* Registration Nos. 2,034,964; 3,317,089; 2,036,537; 2,041,653; 3,221,275; and 3,200,354).

22. Additionally, Applicant's Services are identical, highly related and/or complementary to the goods and services Opposer has long offered and provided in connection with its Apple Marks. Applicant's Services are identical or nearly identical to the digital audio publishing services and production of live music performances underlying Opposer's Registration No. 4,088,195 for its APPLE word mark. Applicant's Services are also highly related and complementary to the services Opposer has long offered and provided in connection with the Apple Marks, and for which Opposer owns registrations for the Apple Marks, including providing prerecorded audio content in the field of music (Registration No. 4,088,195); providing a facility for live musical performances (Registration No. 3,710,912); providing music-related entertainment information and education (Registration Nos. 3,298,028; 3,710,912; 4,088,195); downloadable audio files featuring music (Registration No. 3,679,056); computer software for use in authoring, editing, and transmitting audio (Registration Nos. 2,715,578; 3,359,045; 3,928,818); and digital electronic devices for recording, transmitting, manipulating, and playing audio files (Registration No. 3,359,045).

23. Applicant's Mark is highly similar to Opposer's Marks, and upon information and belief, is intended to create an association with Opposer and its Apple Corps Marks, as Applicant's Mark incorporates a photographed apple design nearly identical to the Whole Apple Design mark underlying Opposer's Registration No. 3,221,275 in connection with highly related services. Opposer's Services are likely to be encountered by the same persons under

circumstances that, because of the marks used in connection therewith, would lead to the mistaken belief that they originate from the same source.

24. Opposer will be damaged by the registration of Applicant's Mark because Applicant's Mark so closely resembles the Apple Corps Marks and the Apple Marks as to be likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant's Services or the affiliation between Applicant and Opposer in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d). Furthermore, any objection complained of in connection with Applicant's Services marketed under Applicant's Mark would necessarily reflect upon and seriously injure the reputation that Opposer has established for its goods and services.

25. Opposer will be damaged by registration of Applicant's Mark because the mark is likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with Opposer, and by otherwise lessening the capacity of Opposer's Apple Marks to identify and distinguish the goods and services of Opposer, in violation of Section 43(C)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

26. Specifically, Applicant's Mark is likely to cause dilution by blurring of the famous Apple Marks based on a number of relevant considerations including, without limitation, the following:

(a) Applicant's Mark is similar to the Apple Marks in that it contains Opposer's famous APPLE word mark in its entirety and it incorporates an apple design with a similar right-facing leaf element, mimicking distinctive features of Opposer's Apple Logo;

(b) Due to Opposer's extensive use and promotion of its marks, the Apple Marks are inherently distinctive in relation to Opposer's goods and services and had acquired

distinctiveness prior to the filing date of Applicant's intent-to-use application or any claimed date of first use;

(c) Opposer has engaged in substantially exclusive use of the Apple Marks in connection with Opposer's goods and services;

(d) The Apple Marks are widely recognized by the general consuming public and had been so long prior to the filing date of Applicant's application or any claimed date of first use; and

(e) On information and belief, Applicant's Mark is intended to create an association with the Apple Marks.

27. If Applicant is granted the registration herein opposed, it would thereby obtain a *prima facie* exclusive right to the use of Applicant's Mark in connection with Applicant's Services. Such registration would be a source of damage and injury to Opposer.

**WHEREFORE**, Opposer requests that this opposition be sustained and that the registration of Application Serial No. 86/313,564 in connection with Applicant's Services be denied.

The opposition fee in the amount of \$300.00 for an opposition in one class is filed herewith. If for any reason this amount is insufficient, it is requested that Opposer's attorneys' Deposit Account No. 20-1430 be charged with any deficiency. This paper is filed electronically.

Dated: New York, New York

June 1, 2015

Respectfully submitted,

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# EXHIBIT 1


























THE GLOBAL TOP 100

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1		Technology	246,992	4	67%	1
2		Technology	173,652	4	9%	-1
3		Technology	115,500	4	28%	1
4		Technology	93,987	4	-13%	-1
5		Payments	91,962	4	16%	2
6		Telecom Providers	89,492	3	15%	2
7		Telecom Providers	86,009	3	36%	4
8		Soft Drinks	83,841	5	4%	-2
9		Fast Food	81,162	4	-5%	-4
10		Tobacco	80,352	3	19%	-1
11		Technology	76,572	5	43%	3
12		Technology	71,121	4	99%	9
13		Retail	66,375	2	NEW ENTRY	
14		Retail	62,292	4	-3%	-4
15		Telecom Providers	59,895	4	20%	0
16		Regional Banks	59,310	3	9%	-3
17		Conglomerate	59,272	2	5%	-5
18		Logistics	51,798	5	9%	-2
19		Entertainment	42,962	5	24%	4
20		Payments	40,188	4	2%	-2
21		Technology	40,041	5	35%	4
22		Regional Banks	38,808	2	-8%	-5
23		Telecom Providers	38,461	3	6%	-3
24		Technology	38,225	3	5%	-5
25		Payments	38,093	4	11%	-1

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)  
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26		Retail	35,245	2	0%	-4
27		Telecom Providers	33,834	3	18%	0
28		Apparel	29,717	4	21%	6
29		Fast Food	29,313	4	14%	2
30		Cars	28,913	4	-2%	-4
31		Retail	27,705	2	25%	9
32		Luxury	27,445	5	6%	-2
33		Beer	26,657	4	9%	2
34		Cars	26,349	4	2%	-2
35		Global Banks	24,029	3	-11%	-7
36		Regional Banks	23,989	4	6%	2
37		Baby Care	23,757	5	5%	2
38		Personal Care	23,376	4	0%	-2
39		Technology	23,039	3	18%	10
40		Fast Food	22,561	4	7%	3
41		Regional Banks	22,065	2	-12%	-8
42		Apparel	22,036	3	-5%	-5
43		Cars	21,786	4	1%	-1
44		Technology	21,680	2	4%	1
45		Technology	21,602	4	-17%	-16
46		Telecom Providers	21,215	3	2%	0
47		Regional Banks	20,638	4	3%	0
48		Regional Banks	20,599	3	-2%	-4
49		Oil & Gas	20,412	1	3%	-1
50		Regional Banks	20,189	1	11%	4

Coca-Cola includes Lights, Diets and Zero  
Budweiser includes Bud Light

THE GLOBAL TOP 100

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
51	 accenture	Technology	20,183	3	11%	4
52	 Gillette	Personal Care	19,737	5	4%	0
53	 FedEx®	Logistics	19,566	5	15%	5
54	 Shell	Oil & Gas	18,943	1	0%	-1
55	 HERMÈS PARIS	Luxury	18,938	5	-13%	-14
56	 intel	Technology	18,385	2	58%	30
57	 Colgate	Personal Care	17,977	4	2%	-1
58	 BT	Telecom Providers	17,953	3	17%	6
59	 ANZ	Regional Banks	17,702	4	-7%	-8
60	 citi	Global Banks	17,486	2	1%	-3
61	 orange	Telecom Providers	17,384	3	12%	1
62	 中国人寿 China Life	Insurance	17,365	3	44%	19
63	 SINOPEC	Oil & Gas	17,267	1	21%	4
64	 IKEA®	Retail	17,025	3	-12%	-14
65	 中國銀行 BANK OF CHINA	Regional Banks	16,438	2	16%	3
66	 DHL	Logistics	16,301	4	19%	7
67	 CISCO	Technology	16,060	2	17%	5
68	 中国平安 PING AN	Insurance	15,959	3	29%	9
69	 SIEMENS	Technology	15,496	3	-8%	-10
70	 HUAWEI	Technology	15,335	3	NEW ENTRY	
71	 PetroChina	Oil & Gas	15,022	1	21%	5
72	 usbank	Regional Banks	14,786	3	-1%	-7
73	 ebay	Retail	14,171	3	-9%	-12
74	 HDFC BANK	Regional Banks	14,027	4	NEW ENTRY	
75	 H&M	Apparel	13,827	2	-11%	-12


























Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)  
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
76	 GUCCI	Luxury	13,800	5	-14%	-16
77	 J.P.Morgan	Global Banks	13,522	3	9%	2
78	 HONDA The Power of Dreams	Cars	13,332	4	-5%	-8
79	 pepsi	Soft Drinks	13,134	4	14%	9
80	 Ford	Cars	13,106	3	11%	4
81	 bp	Oil & Gas	12,938	1	1%	-7
82	 Telstra	Telecom Providers	12,701	4	NEW ENTRY	
83	 KFC	Fast Food	12,649	4	6%	0
84	 Westpac	Regional Banks	12,420	4	6%	1
85	 LinkedIn	Technology	12,200	5	-2%	-7
86	 Santander	Global Banks	12,181	3	10%	5
87	 Woolworths	Retail	11,818	4	-1%	-5
88	 PayPal	Payments	11,806	4	20%	9
89	 CHASE	Regional Banks	11,661	3	0%	-2
90	 ALDI	Retail	11,660	2	22%	10
91	 ING	Global Banks	11,560	3	18%	7
92	 Twitter	Technology	11,447	4	-17%	-21
93	 NISSAN	Cars	11,411	3	3%	-3
94	 Red Bull®	Soft Drinks	11,375	4	5%	-2
95	 Bank of America	Regional Banks	11,335	2	12%	-1
96	 NTT docomo	Telecom Providers	11,223	3	12%	-1
97	 COSTCO WHOLESALE	Retail	11,214	2	NEW ENTRY	
98	 SoftBank	Telecom Providers	11,131	2	NEW ENTRY	
99	 中国电信 CHINA TELECOM	Telecom Providers	11,075	4	NEW ENTRY	
100	 Scotiabank	Regional Banks	11,044	2	-3%	-11


























Pepsi includes Diets  
Red Bull includes sugar-free and Cola

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1	 Google	Technology	158,843	3	40%	1
2	 Apple	Technology	147,880	4	-20%	-1
3	 IBM	Technology	107,541	4	-4%	0
4	 Microsoft	Technology	90,185	4	29%	3
5	 McDonald's	Fast Food	85,706	4	-5%	-1
6	 Coca-Cola	Soft Drinks	80,683	4	3%	-1
7	 Visa	Credit Card	79,197	4	41%	2
8	 AT&T	Telecoms	77,883	3	3%	-2
9	 L'Oréal Paris	Tobacco	67,341	3	-3%	-1
10	 Amazon.com	Retail	64,255	3	41%	4
11	 Verizon	Telecoms	63,460	3	20%	1
12	 Unilever	Conglomerate	56,685	2	2%	-1
13	 Bank of China	Regional Banks	54,262	3	14%	0
14	 Tencent	Technology	53,615	4	97%	7
15	 China Mobile	Telecoms	49,899	3	-10%	-5
16	 DHL	Logistics	47,738	4	12%	-1
17	 ICBC	Regional Banks	42,101	2	2%	-1
18	 MasterCard	Credit Card	39,497	3	42%	2
19	 SAP	Technology	36,390	2	6%	0
20	 Vodafone	Telecoms	36,277	3	-9%	-3
21	 Facebook	Technology	35,740	4	68%	10
22	 Walmart	Retail	35,325	2	-2%	-4
23	 Disney	Entertainment	34,538	4	44%	3
24	 Baidu	Credit Card	34,430	4	46%	4
25	 Baidu	Technology	29,768	4	46%	8

Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg.  
Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.


























## BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26	 Toyota	Cars	29,598	3	21%	-3
27	 T-Mobile	Telecoms	28,756	2	20%	0
28	 HSBC	Global Banks	27,051	3	13%	-3
29	 Samsung	Technology	25,892	3	21%	1
30	 Louis Vuitton	Luxury	25,873	4	14%	-1
31	 Starbucks	Fast Food	25,779	3	44%	13
32	 BMW	Cars	25,730	4	7%	-8
33	 China Construction Bank	Regional Banks	25,008	2	-7%	-11
34	 Nike	Apparel	24,579	4	55%	22
35	 Pepsi	Beer	24,414	4	20%	-1
36	 L'Oréal	Personal Care	23,356	4	30%	6
37	 ZARA	Apparel	23,140	3	15%	-2
38	 Bank of America	Regional Banks	22,620	4	13%	0
39	 Pampers	Baby Care	22,598	5	10%	-7
40	 Huggies	Retail	22,165	2	20%	1
41	 Mercedes-Benz	Luxury	21,844	5	14%	-1
42	 Marriott	Cars	21,535	4	20%	1
43	 Subway	Fast Food	21,020	4	26%	8
44	 Commerzbank	Regional Banks	21,001	3	18%	4
45	 Oracle	Technology	20,913	2	4%	-9
46	 Movistar	Telecoms	20,809	2	56%	20
47	 ID	Regional Banks	19,950	3	12%	-1
48	 ExxonMobil	Oil & Gas	19,745	1	3%	-9
49	 Lip	Technology	19,469	2	19%	5
50	 IKEA	Retail	19,367	3	61%	24

The Brand Value of Coca-Cola includes Lights, Diets and Zero.  
The Brand Value of Budweiser includes Bud Light.



## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
51 	Regional Banks	19,072	3	15%	1
52 	Personal Care	19,025	4	7%	-7
53 	Oil & Gas	19,005	1	8%	-4
54 	Regional Banks	18,235	2	-9%	-17
55 	Technology	18,105	3	10%	-2
56 	Personal Care	17,668	4	2%	-6
57 	Global Banks	17,341	2	30%	7
58 	Logistics	17,002	4	24%	4
59 	Technology	16,800	2	36%	13
60 	Luxury	16,131	5	27%	8
61 	Retail	15,587	2	-12%	-14
62 	Telecoms	15,580	3	13%	-2
63 	Apparel	15,557	2	22%	6
64 	Telecoms	15,367	2	61%	30
65 	Regional Banks	14,926	3	9%	-2
66 	Retail	14,842	4	-9%	-11
67 	Oil & Gas	14,269	1	9%	0
68 	Regional Banks	14,177	2	0%	-10
69 	Technology	14,174	3	44%	23
70 	Cars	14,085	3	14%	1
71 	Technology	13,837	4	New	New
72 	Technology	13,710	2	16%	5
73 	Logistics	13,687	4	53%	25
74 	Oil & Gas	12,871	1	12%	4
75 	Regional Banks	12,637	3	0%	-5







Sources: Valuations include data from BrandZ™, Ketcher Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76 	Oil & Gas	12,413	1	-7%	-11
77 	Insurance	12,409	2	18%	7
78 	Technology	12,407	4	New	New
79 	Global Banks	12,356	2	28%	14
80 	Telecoms	12,175	3	14%	2
81 	Insurance	12,026	2	-21%	-24
82 	Retail	11,953	3	8%	-2
83 	Fast Food	11,910	3	20%	8
84 	Cars	11,812	3	56%	New
85 	Regional Banks	11,743	3	17%	3
86 	Technology	11,667	2	-15%	-25
87 	Regional Banks	11,663	3	8%	-6
88 	Soft Drinks	11,476	3	-5%	-13
89 	Regional Banks	11,351	2	9%	-4
90 	Cars	11,104	3	9%	-4
91 	Global Banks	11,060	3	20%	5
92 	Soft Drinks	10,873	4	3%	-9
93 	Telecoms	10,221	3	-11%	-14
94 	Regional Banks	10,149	2	New	New
95 	Telecoms	10,041	2	0%	-5
96 	Luxury	9,985	4	6%	-1
97 	Payments	9,833	4	New	New
98 	Global Banks	9,771	3	29%	New
99 	Global Banks	9,683	2	30%	New
100 	Retail	9,584	2	8%	-1

The Brand Value of Pepsi includes Diets.  
The Brand Value of Red Bull includes sugar-free and Cola.

# BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change	Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology		185,071	4	1%	0	26 Entertainment		23,913	3	40%	17
2 Technology		113,669	3	5%	1	27 Telecoms		23,893	2	-11%	-7
3 Technology		112,536	3	-3%	-1	28 Credit Card		23,514	4	16%	2
4 Fast Food		90,256	4	-5%	0	29 Luxury		22,719	4	-12%	-8
5 Soft Drinks		78,415	5	8%	1	30 Technology		21,404	3	51%	25
6 Telecoms		75,507	3	10%	2	31 Technology		21,261	4	-38%	-12
7 Technology		69,814	3	-9%	-2	32 Baby Care		20,594	5	13%	3
8 Tobacco		69,383	3	-6%	-1	33 Technology		20,443	5	-16%	-8
9 Credit Card		56,060	4	46%	6	34 Beer		20,297	4	28%	14
10 Telecoms		55,368	3	18%	0	35 Apparel		20,167	3	60%	31
11 Conglomerate		55,357	2	21%	0	36 Technology		20,039	2	-11%	-9
12 Telecoms		53,004	3	8%	-3	37 Regional Banks		19,975	2	12%	1
13 Regional Banks		47,748	3	20%	1	38 Regional Banks		19,968	4	18%	3
14 Retail		45,727	3	34%	4	39 Oil & Gas		19,229	1	5%	-5
15 Logistics		42,747	5	18%	1	40 Luxury		19,129	4	0%	-8
16 Regional Banks		41,115	2	-1%	-3	41 Retail		18,488	2	43%	21
17 Telecoms		39,712	3	-8%	-5	42 Personal Care		17,971	4	30%	15
18 Retail		36,220	2	5%	-1	43 Cars		17,952	4	11%	3
19 Technology		34,366	2	34%	3	44 Fast Food		17,882	4	5%	-2
20 Credit Card		27,821	4	34%	9	45 Personal Care		17,823	4	-6%	-12
21 Technology		27,273	4	52%	16	46 Regional Banks		17,781	4	22%	8
22 Regional Banks		26,859	2	10%	2	47 Retail		17,749	2	40%	17
23 Cars		24,487	4	12%	5	48 Regional Banks		17,745	3	36%	12
24 Cars		24,015	4	-2%	-1	49 Oil & Gas		17,678	1	-1%	-10
25 Global Banks		23,970	3	24%	6	50 Personal Care		17,250	4	16%	1

Excludes include: Nike, H&M, Zara, Burberry, Kiehl's, and Estée Lauder.  
Brand Contribution measures the influence of brand value on earnings, on a scale of 1 to 5 (1 highest)

© 2013 Millward

The Brand Value of Coca-Cola includes Light, Zero and Diet.  
The Brand Value of Outback includes Outback Steakhouse.

# BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change	Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
51 Fast Food		16,691	4	12%	1	76 Retail		11,879	3	13%	0
52 Regional Banks		16,555	3	New	New	77 Technology		11,816	2	-11%	-18
53 Technology		16,503	3	2%	-8	78 Oil & Gas		11,520	1	11%	-1
54 Technology		16,362	2	-29%	-28	79 Telecoms		11,448	3	23%	9
55 Retail		16,303	4	-9%	-19	80 Retail		11,039	3	New	New
56 Apparel		15,817	4	-3%	-12	81 Global Banks		10,836	3	25%	11
57 Insurance		15,279	3	5%	-4	82 Telecoms		10,633	3	11%	3
58 Regional Banks		14,236	2	10%	3	83 Soft Drinks		10,558	3	6%	-3
59 Regional Banks		14,196	1	12%	4	84 Insurance		10,558	3	4%	-6
60 Telecoms		13,829	2	-10%	-10	85 Regional Banks		10,396	2	8%	-2
61 Technology		13,757	2	-12%	-12	86 Cars		10,186	3	3%	-5
62 Logistics		13,732	4	17%	8	87 Global Banks		10,160	2	1%	-8
63 Regional Banks		13,716	3	19%	9	88 Regional Banks		10,070	3	New	New
64 Global Banks		13,386	2	37%	18	89 Telecoms		10,054	3	-13%	-18
65 Oil & Gas		13,380	1	11%	3	90 Telecoms		10,028	3	-37%	-43
66 Telecoms		13,336	2	-22%	-25	91 Fast Food		9,953	3	12%	0
67 Oil & Gas		13,127	1	-6%	-11	92 Technology		9,828	3	New	New
68 Luxury		12,735	5	48%	New	93 Global Banks		9,668	2	New	New
69 Apparel		12,732	2	-6%	-11	94 Telecoms		9,531	2	New	New
70 Regional Banks		12,655	3	19%	4	95 Luxury		9,454	4	63%	New
71 Cars		12,401	3	-2%	-6	96 Global Banks		9,232	3	8%	-1
72 Technology		12,331	1	16%	1	97 Oil & Gas		9,036	1	5%	-4
73 Alcohol		12,193	3	3%	-4	98 Logistics		8,940	3	18%	2
74 Retail		12,040	3	31%	15	99 Retail		8,885	2	-5%	-12
75 Soft Drinks		12,029	4	-5%	-8	100 Cars		8,790	3	3%	-4


























Visuals: Source: data from BrandZ™, Kantar Research, Kantar Retail and Kantar Research. Brand Contribution measures the % share of brand value for earnings, on a scale of 1 to 5 (highest).

McDonald's

The 2013 BrandZ™ list is based on data from Kantar Research. The BrandZ™ list is based on data from Kantar Research. The BrandZ™ list is based on data from Kantar Research.



## BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
1	Technology		182,951	4	10	19%	0
2	Technology		115,985	4	5	15%	1
3	Technology		107,857	4	5	-3%	-1
4	Fast Food		95,188	4	8	17%	0
5	Technology		76,651	4	8	-2%	0
6	Soft Drinks		74,286	5	7	1%	0
7	Tobacco		73,612	3	7	9%	1
8	Telecoms		68,870	3	5	-1%	-1
9	Telecoms		49,151	3	7	15%	4
10	Telecoms		47,041	4	9	-18%	-1
11	Conglomerate		45,810	2	5	-9%	-1
12	Telecoms		43,033	3	6	-1%	0
13	Financial		41,518	2	9	-7%	-2
14	Financial		39,754	3	3	8%	2
15	Financial		38,284	4	9	34%	5
16	Logistics		37,129	5	8	4%	1
17	Retail		34,436	2	5	-8%	-2
18	Retail		34,077	3	10	-9%	-4
19	Technology		33,233	3	10	74%	16
20	Telecoms		26,837	3	2	-10%	-1
21	Luxury		25,920	5	8	7%	5
22	Technology		25,715	3	5	-1%	1
23	Cars		24,623	4	5	10%	7
24	Financial		24,517	2	4	-4%	0
25	Technology		24,326	5	10	8%	4

Brand Contribution measures the role brand plays in driving earnings on a scale of 1 to 5 (highest).

Brand Momentum measures the prospects for future earnings on a scale of 1 to 10 (10 highest).

\* The Brand Value of Coca-Cola includes Lights, Diets and Zero

\*\* The Brand Value of Budweiser includes Bud Light



## BrandZ Top 100 Most Valuable Global Brands 2011

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1	Google	153,285	84%	26	LV	24,312	23%
2	Google	111,498	-2%	27	TOYOTA	24,198	11%
3	IBM	100,849	17%	28	HSBC	22,587	-4%
4	McDonald's	81,016	23%	29	Baidu	22,555	141%
5	Microsoft	78,243	2%	30	BMW	22,425	3%
6	Coca-Cola	73,752	8%	31	TESCO	21,834	-15%
7	at&t	69,916	N/A	32	Gillette	19,782	-4%
8	Marlboro	67,522	18%	33	中国人寿	19,542	N/A
9	中国移动通信	57,326	9%	34	Facebook	19,350	11%
10	IBM	50,318	12%	35	Facebook	19,102	246%
11	ICBC	44,440	1%	36	中国移动通信	17,597	N/A
12	Verizon	43,647	-2%	37	中国移动通信	17,530	-20%
13	Verizon	42,828	N/A	38	Disney	17,290	15%
14	amazon.com	37,628	37%	39	Google	17,182	3%
15	Walmart	37,277	-5%	40	Google	17,115	23%
16	Google	36,876	97%	41	ExxonMobil	16,973	10%
17	Google	35,737	35%	42	TD	16,931	19%
18	Google	35,404	-11%	43	中国农业银行	16,909	N/A
19	Google	29,774	N/A	44	Google	16,314	-2%
20	VISA	28,553	15%	45	Budweiser	15,952	0%
21	Google	27,249	N/A	46	L'OREAL	15,719	11%
22	ORACLE	26,948	9%	47	citi	15,674	17%
23	SAP	26,078	7%	48	docomo	15,449	19%
24	中国移动通信	25,524	22%	49	accenture	15,427	5%
25	BlackBerry	24,623	-20%	50	Google	15,344	12%

---The Brand Value of Coca-Cola includes Lipton, Diet and Zero.  
 ---The Brand Value of Verizon includes its subsidiaries T-Mobile, Fido and Fi Systems.  
 ---The Brand Value of Budweiser includes Bud Light.  
 ---The Brand Value of Pepsi includes Lipton, Diet and Zero.

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51	Shell	15,168	0%	76	telcel	11,558	7%
52	Tencent	15,131	N/A	77	Google	11,363	-37%
53	ICICI Bank	14,900	3%	78	Google	11,291	-19%
54	SUBWAY	14,306	19%	79	Nintendo	11,147	-37%
55	Colgate	14,258	0%	80	MTS	10,883	12%
56	Google	14,182	-1%	81	NOKIA	10,735	-28%
57	Nike	13,917	10%	82	etv	10,731	15%
58	Intel	13,904	-2%	83	中国移动通信	10,540	N/A
59	Google	13,754	-8%	84	usbank	10,525	26%
60	Google	13,543	16%	85	SONY	10,443	19%
61	Google	13,421	39%	86	ZARA	10,335	15%
62	H&M	13,006	7%	87	Scotiabank	10,076	N/A
63	pepsi	12,931	1%	88	NISSAN	10,072	17%
64	Google	12,542	-27%	89	Google	9,877	10%
65	Google	12,471	3%	90	Google	9,800	29%
66	Google	12,413	3%	91	中国移动通信	9,587	N/A
67	Google	12,160	7%	92	Bank of America	9,358	-43%
68	CHASE	12,083	-3%	93	Red Bull	9,263	4%
69	Standard Chartered	12,033	45%	94	Google	9,251	6%
70	SIEMENS	11,998	29%	95	TIM	8,838	21%
71	Google	11,917	41%	96	BARCLAYS	8,760	4%
72	Google	11,901	40%	97	中国移动通信	8,668	5%
73	FedEx	11,759	25%	98	Bradesco	8,600	15%
74	O2	11,694	N/A	99	CEPEPAK	8,535	N/A
75	TELECOM	11,609	N/A	100	Google	8,439	-9%

---The Brand Value of Nintendo includes Wii and Nintendo DS.  
 ---The Brand Value of Sony includes PlayStation 2 and 3, as well as PSP.  
 ---The Brand Value of Red Bull includes Red Bull Sugarfree and Red Bull.  
 Source: Millward Brown Optima (including data from BrandZ, Forrester Worldwide and Bloomberg).

# THE TOP 100

TOP 100 Most Valuable Global Brands 2010

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
1	Google	114,260	14%
2	IBM	86,383	30%
3		83,153	32%
4	Microsoft	76,344	0%
5	Coca-Cola	67,983	1%
6	McDonald's	66,005	-1%
7	Marlboro	57,047	15%
8	中国移动通信	52,616	-14%
9	AT&T	45,054	-25%
10	沃达丰	44,404	-17%
11	工商银行	43,927	15%
12	HP	39,717	48%
13	Walmart	39,421	-4%
14	BlackBerry	30,708	12%
15	amazon.com	27,459	29%
16	UPS	26,492	-5%
17	TESCO	25,741	12%
18	VISA	24,883	52%
19	ORACLE	24,817	16%
20	Verizon	24,675	39%
21	SAP	24,291	3%
22	at&t	23,714	18%
23	HSBC	23,408	23%
24	中国银行	21,960	4%
25		21,816	9%
26	TOYOTA	21,769	-27%
27	中国建设银行	20,929	-8%
28	Gillette	20,663	-10%
29	LV	19,781	2%
30		18,746	16%
31		18,012	12%
32	Nintendo	17,834	-2%
33	Pampers	17,434	-8%
34		17,283	N/A
35	CISCO	16,719	-7%
36		16,608	12%
37	Bank of America	16,393	6%
38	Budweiser	15,991	20%
39	ExxonMobil	15,476	N/A
40		15,112	N/A
41	Disney	15,000	-35%
42	Genentech	14,980	0%
43	NOKIA	14,866	-58%
44	accenture	14,734	-2%
45	ICICI Bank	14,454	N/A
46		14,303	-2%
47	Colgate	14,224	15%
48	intel	14,210	-38%
49	L'OREAL	14,129	-6%
50		14,018	6%

\*The Brand Value of Coca-Cola includes Fanta, Diet Coke and Sprite  
 \*\*The Brand Value of Nintendo includes Wii and Nintendo DS  
 \*\*\*The Brand Value of Budweiser includes Bud Light  
 \*\*\*\*The Brand Value of Pepsi includes Diet Pepsi and Fanta  
 \*\*\*\*\*The Brand Value of Red Bull includes sugar-free and Diet  
 \*\*\*\*\*The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket  
 \*\*\*\*\*The Brand Value includes PlayStation 2 and 3, as well as PSP  
 Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)

Millward

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
51		13,935	N/A
52		13,912	-7%
53		13,736	-11%
54	citi	13,403	-8%
55	中国移动通信	13,010	20%
56	BBVA	12,977	3%
57	docomo	12,969	-18%
58	pepsi	12,752	-15%
59	Nike	12,597	5%
60		12,434	14%
61	CHASE	12,426	17%
62	Target	12,148	-1%
63	H&M	12,131	1%
64	SUBWAY	12,032	9%
65		12,021	-31%
66	DELL	11,938	-23%
67	MANU	11,659	57%
68	SAMSUNG	11,351	80%
69	ANEXOS	10,850	NA
70	O2	10,593	23%
71	ID	10,274	-7%
72	MTS	9,723	6%
73	PETROBRAS	9,675	N/A
74	FedEx	9,418	-1%
75	Bal	9,356	62%
76	e!Y	9,328	-28%
77	SIEMENS	9,293	-31%
78		9,283	25%
79	WRIGLEY'S	9,201	-15%
80	ZARA	8,986	4%
81		8,971	-3%
82	Red Bull	8,917	9%
83		8,747	1%
84	NISSAN	8,607	-16%
85		8,490	17%
86	Red Bull	8,457	8%
87	BARCLAYS	8,383	20%
88	USbank	8,377	N/A
89	Standard Chartered	8,327	1%
90	建设银行	8,236	2%
91		8,214	19%
92	Bunzl	8,160	-8%
93	J.P.Morgan	8,159	4%
94	SONY	8,147	30%
95	Standard Chartered	8,003	18%
96	Auchan	7,948	NA
97	GUCCI	7,588	2%
98	Bradesco	7,450	13%
99	AVON	7,293	-16%
100	TIM	7,280	14%

THE TOP 100

TOP 100 Most Valuable Global Brands 2008							
#	Brand	Brand Value Q3 (\$M)	% Brand Value Change Q3 vs. Q3	#	Brand	Brand Value Q3 (\$M)	% Brand Value Change Q3 vs. Q3
1	Google	100,039	16%	26	amazon.com	21,294	85%
2	Microsoft	76,249	8%	27	中國銀行	21,192	9%
3	Coca-Cola	67,625	16%	28	at&t	20,059	67%
4	IBM	66,622	20%	29	LV	19,395	5%
5	McDonald's	66,575	34%	30	HSBC	19,079	3%
6		63,113	14%	31	Pfizer	18,945	N/A
7	中國移動通信 CHINA MOBILE	61,283	7%	32	Nintendo	18,233	N/A
8	3G	59,793	-16%	33	alcatel CISCO	17,965	-25%
9	Verizon	53,727	45%	34	Verizon	17,713	-8%
10	Marlboro	49,460	33%	35	Wendy's	17,467	-20%
11	Walmart	41,083	19%	36	VISA	16,353	N/A
12	三星電子 SAMSUNG ELECTRONICS	38,056	36%	37		16,228	-34%
13	NOKIA Corporation Finland	35,163	-20%	38		16,035	10%
14	TOYOTA	29,907	-15%	39	docomo	15,776	5%
15	UPS	27,842	-9%	40	Mercedes-Benz (The star)	15,499	-14%
16	BlackBerry	27,478	100%	41	Bank of America	15,480	-53%
17	hp	26,745	-9%	42	Dell	15,422	1%
18		23,948	-15%	43	accenture	15,076	7%
19	SAP	23,615	9%	44	pepsi	14,996	-3%
20	Disney	23,110	-3%	45	L'OREAL	14,991	-9%
21	TESCO	22,938	-1%	46		14,963	-40%
22	Gillette	22,919	6%	47	Centra	14,961	-1%
23	intel	22,851	4%	48		14,894	-22%
24	中國建設銀行	22,811	16%	49	citi	14,608	-52%
25	ORACLE	21,438	-6%	50	HONDA	14,571	-12%

\* The brand value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero  
 \*\* The brand value of Pepsi includes Diet Pepsi and Pepsi  
 \*\*\* Budweiser's value includes both Bud Light and Bud  
 \*\*\*\* ING value includes ING Bank and ING Insurance  
 Source: Millward Brown Optimor (including data from BrandZ, Datamonitor, and Bloomberg)

Millward Brown

#	Brand	Brand Value Q3 (\$M)	% Brand Value Change Q3 vs. Q3	#	Brand	Brand Value Q3 (\$M)	% Brand Value Change Q3 vs. Q3
51	SIEMENS	13,562	-8%	76	ZARA	8,609	-1%
52	Budweiser	13,292	23%	77	O <sub>2</sub>	8,601	36%
53		13,242	-6%	78	Standard Chartered	8,219	20%
54	e!y	12,970	16%	79	Red Bull	8,154	N/A
55	BBVA	12,549	33%	80	中國銀行	8,052	168%
56	Colgate	12,396	17%	81	Yum!	7,927	-31%
57	Target	12,254	-17%	82	Red Bull	7,862	13%
58	HM	12,061	8%	83	J.P.Morgan	7,852	-20%
59	Nike	11,999	-4%	84	Amex	7,777	-8%
60	SUBWAY	10,997	6%	85	Amex	7,512	-18%
61	TD	10,991	N/A	86	GUCCI	7,468	15%
62	M	10,911	34%	87	Wendy's	7,427	7%
63	Mobile	10,864	22%	88		7,415	-38%
64	WRIGLEY'S	10,841	N/A	89		7,260	-40%
65	Auchan	10,586	48%	90	BARCLAYS	6,992	-5%
66	CHASE	10,582	-17%	91		6,922	-27%
67	NISSAN	10,205	-13%	92	Morgan Stanley	6,765	-40%
68	SNL	9,719	19%	93	ING	6,743	-55%
69	FedEx	9,491	-17%	94		6,721	10%
70		9,280	-40%	95	IKEA	6,713	-21%
71	Lenovo	9,189	14%	96	NIVEA	6,572	24%
72	Samsung	8,884	N/A	97	ESPRIT	6,571	-17%
73	Canon	8,779	-29%	98	Bradesco	6,565	N/A
74		8,638	49%	99	TIM	6,409	-19%
75	AVON	8,631	20%	100	Low's	6,394	N/A



## Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	86,057	30%
2	GE (General Electric)	71,379	15%
3	Microsoft	70,887	29%
4	Coca-Cola (1)	58,208	17%
5	China Mobile	57,225	39%
6	IBM	55,335	65%
7	Apple	55,206	123%
8	McDonald's	49,499	49%
9	Nokia	43,975	39%
10	Marlboro	37,324	-5%
11	Vodafone	36,962	75%
12	Toyota	35,134	5%
13	Wal-Mart	34,547	-6%
14	Bank of America	33,092	15%
15	Citi	30,318	-10%
16	HP	29,278	17%
17	BMW	28,015	9%
18	ICBC	28,004	70%
19	Louis Vuitton	25,739	13%
20	American Express	24,816	7%
21	Wells Fargo	24,739	2%
22	Cisco	24,101	28%
23	Disney	23,705	5%
24	UPS	23,610	-4%
25	Tesco	23,208	39%
26	Oracle	22,904	29%
27	Intel	22,027	18%
28	Porsche	21,718	62%
29	SAP	21,669	20%
30	Gillette	21,523	20%
31	China Construction Bank	19,603	82%
32	Bank of China	19,418	42%
33	Verizon Wireless	19,202	18%
34	Royal Bank of Canada	18,995	39%
35	HSBC	18,479	6%
36	Mercedes	18,044	1%

# EXHIBIT 2



**Kurt Badenhausen**  
Forbes Staff

*I cover sports business with rare dip in education & local economies full bio —*



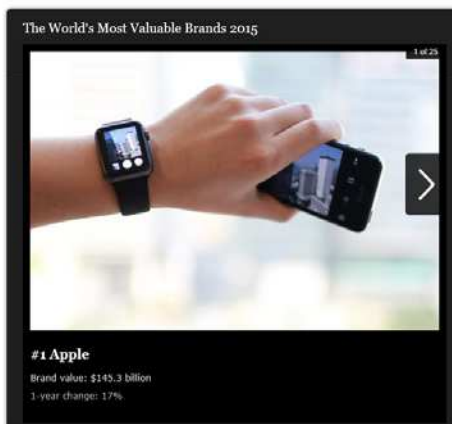
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## Apple And Microsoft Head The World's Most Valuable Brands 2015

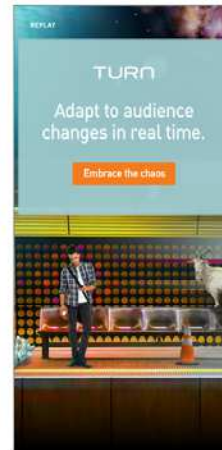
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Leadership changes are challenging. They can be even tougher when an iconic company founder is replaced. Nike and [Starbucks](#) [saw a 49%](#) both stumbled after [Phil Knight](#) and [Howard Schultz](#) stepped down from leading their respective companies. [Steve Jobs](#) was ousted from [Apple](#) [AAPL -3.05%](#) in 1985 and the company entered a near death spiral in the early 1990s. But Jobs returned in 1996 to lead the company to unprecedented heights. In Apple's latest transition, the train keeps on rolling under CEO Tim Cook, who replaced Jobs in 2011. "The brand promise with Apple is so strong and they continue to deliver on that," says Kevin Lane Keller, a branding expert and professor at Dartmouth's [Tuck School of Business](#).



The Apple brand is now worth \$145.3 billion by our count, up 17% over 2014. The brand ranks on top of Forbes' list of the World's Most Valuable Brands for a fifth straight time and is worth twice as much as any other brand on the planet. The company sold 74.8 million smartphones worldwide in the fourth quarter of 2014 with phone sales up 49%. It was the first quarter Apple sold more phones than Samsung since 2011 (Samsung regained its No. 1 position in the first quarter of 2015). Apple is making money hand over fist with an \$18 billion profit in the fourth quarter, up 33% from the prior year.

While Samsung spends nearly \$4 billion on advertising to sway consumers, Apple spent only one-third as much at \$1.2 billion last year. The company relies on its avid fan base more than Madison Avenue to promote its products.





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Apple revolutionized four industries over the past 15 years with the launch of the iPhone, iPad, iPod and iTunes. Its next target is watches. The Apple Watch launched in April. Forecasts for first year sales are all over the map and typically range between eight million and 15 million. Analysts at Piper Jaffrey expect watches to represent 10% of Apple's 2017 revenue. Keller is skeptical of the potential of the Watch, but recognizes the incredible track record Apple has to produce great products. "If the watch turns out to be a success, it is going to fuel the company and brand even more," says Keller.

Microsoft ranks as the second most valuable brand worth \$69.3 billion, up 10%. After years of getting beaten up in the press and by users, the \$94-billion-in-sales company is suddenly [cool again](#) under CEO [Satya Nadella](#), just the company's third leader in 40 years. The company is intriguing developers and introducing captivating products like its HoloLens, a headset which brings hi-def holograms to life using Windows. "We want to move from people needing Windows to choosing Windows, to loving Windows. That is our bold goal," said Nadella at the Windows 10 launch event in January.

The company poured \$11 billion into research and development last year. Windows 10 will be released this summer and is expected to be the last major release of the venerable operating system. Future updates will be in an "ongoing manner." The company wants one billion Windows 10 users by 2018.

Microsoft is no longer the 800-pound gorilla in the tech space, which has softened some of the criticism, but Keller is looking for consumers to want to engage with the brand before he labels it cool again. "I can see why people have stopped hating them, but can't see why people would start loving them," says Keller.



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Kurt Badenhausen  
Forbes Staff

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## Apple And Microsoft Head The World's Most Valuable Brands 2015

Continued from page 1

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Rounding out the top five are [Google](#) [GOOG](#) [+0.45%](#) (\$65.6 billion), [Coca-Cola](#) [KO](#) [+0.62%](#) (\$56 billion) and [IBM](#) [IBM](#) [+0.23%](#) (\$49.8 billion).

We determined the most valuable brands by starting with a universe of more than 200 global brands. We required brands to have at least some presence in the U.S., which knocked out big brands like Chinese internet giant [Tencent](#) and multinational telecom firm [Vodafone](#). The top 100 includes product brands like [Procter & Gamble](#) [PG](#) [+0.11%](#)-owned [Gillette](#) as well as brands marketed under their corporate name like IBM.

Forbes valued these brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), Japan (7) and France (7). Tech brands are the most prevalent with 15, including half of the top 20. Automotive and consumer packaged goods companies both landed 13 brands within the top 100. Toyota was the top auto brand at No. 8, worth \$37.8 billion, while Gillette headed the CPG brands at No. 26, worth \$20.4 billion.

[Facebook](#) registered the biggest gain of any brand in the top 100, up 54%. It cracks the top 10 for the first time with value of \$36.5 billion. Facebook had 936 million active daily users as of March 2015 with 83% of those outside the U.S. The brand has emerged as a competitor to YouTube regarding video. In April the company reported that it delivered four billion video views daily compared to one billion just seven months earlier. Other big gainers in the top 100 include: [Amazon.com](#) [AMZN](#) [+0.91%](#) (+32%) and Disney (+26%). [Adidas](#) (-14%) and [Danone](#) (-13%) had the biggest drops.

[Full List: The World's Most Valuable Brands](#)

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Kurt Badenhausen (<http://www.forbes.com/sites/kurtbadenhausen/>)Forbes Staff

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# Apple, Microsoft And Google Are World's Most Valuable Brands

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The World's Most Valuable Brands 2014



## The World's Most Valuable Brands

The most valuable brands span the globe and a wide range of industries. Forbes valued the leading brands based on their earnings over the past three years and the relevance of the brands in their industry. We required brands to have

A strong brand name is an incredibly valuable asset. Consumer companies in particular devote huge chunks of time and resources to solidify and expand their brands. “A valuable brand delivers a return for the company on two dimensions,” says David Reibstein, professor of marketing at the [University of Pennsylvania](http://www.forbes.com/colleges/university-of-pennsylvania/) (<http://www.forbes.com/colleges/university-of-pennsylvania/>)’s [Wharton School](http://www.forbes.com/colleges/university-of-pennsylvania/wharton-school/) (<http://www.forbes.com/colleges/university-of-pennsylvania/wharton-school/>). “Either it allows the company to charge a premium price or it adds more volume or market share.”

When it comes to charging a premium price and moving product, no one does it better than [Apple](http://www.forbes.com/companies/apple/) ([/companies/apple/](http://www.forbes.com/companies/apple/)) [AAPL -1.84% \(/companies/apple/\)](http://www.forbes.com/companies/apple/). There are other phones and tablets that are functionally comparable or arguably better than the iPhone and iPad, but the Apple brand carries tremendous weight and credibility, and customers are willing to pay up for that. The company sold

Forbes 39.3 million iPhones in its latest quarter and could sell as many as 60 million during the last three months of 2014 with the holiday selling season. Apple also moved 12.3 million iPads and 5.5 million Macs last quarter.

Add it all up and the Apple brand is worth \$124.2 billion and almost twice as much as any other brand in Forbes' annual study of the world's most valuable brands. The value of the Apple brand is up 19% over last year. Apple's strong brand and innovative products allowed it to redefine four industry categories over the past 13 years with the launches of the iPhone, iPad, iPod and iTunes. The next industries on Apple's hit list are smartwatches with the Watch and financial payments with Apple Pay. Premium pricing pushes up Apple's operating profit margins to 33%, and the company generated \$50 billion in free cash flow for the fiscal year ended in September.

[Microsoft \(/companies/microsoft/\)](/companies/microsoft/) [MSFT -0.12% \(/companies/microsoft/\)](#) ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

Microsoft inked a five-year, \$400 million sponsorship deal with the NFL last year. The pact requires the NFL to use Surface tablet computers on the sideline that download high-def photographs of plays as they occur. Unfortunately for Microsoft the arrangement has provided more evidence of the power of the Apple brand, as announcers and players repeatedly [refer to the Surface tablets](http://www.cnbc.com/id/101980344) (<http://www.cnbc.com/id/101980344>) as iPads and one player called them "[knockoff iPads](http://www.cnet.com/news/surface-is-a-knock-off-ipad-says-nfls-highest-paid-player/)" (<http://www.cnet.com/news/surface-is-a-knock-off-ipad-says-nfls-highest-paid-player/>)." Microsoft is still a bit player in tablets and phones. "There is a lot of catching up to do," says Reibstein. "They are going to have to work to overcome the brand disadvantage they have in those areas."



[Google \(/companies/google/\)](/companies/google/) [GOOGL -0.78% \(/companies/google/\)](#) shoots up two spots to No. 3 among the top brands with a value of \$56.6 billion, up 19%. Google is the generic term for the search category, but what separates Google from brands like Kleenex and Xerox is the amount of money it generates from its ad-driven business. The Google brand generated \$16 billion in earnings before interest and taxes over the last 12 months, and it is one of the biggest ad spenders in tech at \$2.8 billion in 2013. "With a well known brand, people trust it a lot more, and part of what is happening with Google is a matter of trust," says Reibstein.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have some presence in the U.S., which eliminated big brands like multinational telecom firm [Vodafone](http://www.forbes.com/companies/vodafone/) (<http://www.forbes.com/companies/vodafone/>) and state-owned [China Mobile](http://www.forbes.com/companies/china-mobile/) (<http://www.forbes.com/companies/china-mobile/>), which has almost twice as many mobile subscribers as any other brand (Vodafone is second in mobile). The final list includes product brands like [Anheuser-Busch InBev](/companies/anheuser-busch-inbev/) (</companies/anheuser-busch-inbev/>)-owned [Budweiser](/companies/budweiser/) (</companies/budweiser/>) and brands that are marketed under their corporate name like [IBM \(/companies/ibm/\)](/companies/ibm/) [IBM -0.64% \(/companies/ibm/\)](#), which ranks fifth overall.



Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](http://www.forbes.com/sites/kurtbadenhausen/2014/11/05/the-worlds-most-valuable-brands-2014-behind-the-numbers) (<http://www.forbes.com/sites/kurtbadenhausen/2014/11/05/the-worlds-most-valuable-brands-2014-behind-the-numbers>) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (7) and Japan (5). Tech brands are the most prevalent with 16, including 11 of the top 25. Automotive companies landed 16 brands in the top 100 led by Toyota at No.9, worth \$31.3 billion.



Sandwiched around IBM are a couple of brands facing the challenges of people's changing eating and drinking habits, particularly in the U.S. Coca-Cola ([/companies/coca-cola/](http://www.forbes.com/sites/kurtbadenhausen/2014/11/05/the-worlds-most-valuable-brands-2014-behind-the-numbers))'s value rose 2% to \$56.1 billion, placing it fourth. "When you are selling sugar and water, your brand better be very important," says Reibstein. The Coca-Cola brand is still extremely valuable, but it operates in an industry with few growth prospects. Coca-Cola sold 13.5 billion cases globally of its signature brand in 2013, up just 0.6% from the prior year. The McDonald's brand is sixth overall, worth \$39.9 billion, but up just 1%. McDonald's has been working to make its menu appear more health conscious, but many consumers aren't buying it. Global same-store sales slid 3.3% in the third quarter.

The biggest gainer in the top 100 was Facebook, up 74% for a value of \$23.7 billion and No. 18 overall. Various surveys report that fewer teens are using the social sharing site, but the Facebook brand still carries tremendous weight with 864 million daily active users in September. Revenue for the latest quarter jumped 59% with advertising representing 92.5% of total revenue. Other big gainers in the top 100 include Amazon.com (+45%), Starbucks (+25%), Toyota (+22%) and Nike (+22%).

**Full List: The World's Most Valuable Brands**  
**(<http://www.forbes.com/powerful-brands/>)**

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BUSINESS | 11/06/2013 @ 11:56AM | 73,903 views

# Apple Dominates List Of The World's Most Valuable Brands

## [The World's Most Valuable Brands](#)

Apple has set the bar incredibly high over the past decade. The expectations have some fans grumbling about the lack of transformational products during recent launches. The company has largely upgraded existing product lines instead of releasing anything as revolutionary as its last huge category changer in 2010, the iPad. Speculation swirls about whether the Cupertino, Calif.-based company has peaked, with well-funded competitors like Samsung and Google also challenging Apple. Wall Street seems to think so — Apple's stock plummeted 45% from its September 2012 high before partially recovering in the past six months.

But Forbes' study of the top brands illustrates that the Apple name is as strong as ever. Apple is the most valuable brand in the world for a third straight time at \$104.3 billion, up 20% over last year. It is worth nearly twice as much as any other brand on the planet by our count.

"The heart of a great brand is a great product," says Kevin Lane Keller, branding expert and professor at Dartmouth's [Tuck School of Business](#). Apple remains a vital part of people's everyday lives, and the brand continues to capture consumer's imaginations (and wallets) in a range of products across different industries.

The company sold a record 33.8 million iPhones in its latest quarter. It also moved 14.1 million iPads and 4.6 million Macs. Roughly 30 billion songs have been sold on iTunes since it launched in 2003. Sales of iPods are down, as people turn to their phones as music players, but Apple still sold 3.5 million iPods in its fiscal fourth quarter and 26.4 million for the year.

Design has been a large contributor to the strength of the Apple brand.

"Design is how a product works, how it looks, how it feels. It's functional and aesthetic. Apple has embraced that in the fullest sense possible in terms of making products simple, but also good looking and attractive," says Keller.

## **Full List: The World's Most Valuable Brands**

Microsoft ranks second with a brand worth \$56.7 billion. The value of the brand is flat over the past three years, as Microsoft struggles to make the transition from a PC to a mobile world. Growth has slowed, but it is still one

of the most profitable brands in the world with operating margins of 34% in its latest fiscal year. The company's \$2.6 billion ad budget is one of the biggest in tech.

Coca-Cola is the only non-tech brand to crack the top five, ranking No. 3 with a brand value of \$54.9 billion. Coca-Cola sold 13.5 billion cases of its signature drinks in 2012, up 3% from the prior year thanks to growth outside the U.S. Those sales represent half of the company's soda revenue. The brand became the first to record 50 million "likes" on Facebook last year and currently has 75 million fans on the social media site.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have a presence in the U.S., which eliminated some big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which is the world's largest mobile phone provider. The final list includes product brands like Procter & Gamble-owned Gillette and corporate brands like IBM, which ranks fourth.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (8) and Japan (7). Tech brands are the most prevalent with 19, including six of the top 10.

Ninth-ranked Samsung had the strongest one-year gain of any brand in the top 100, up 53% to \$29.5 billion. Samsung's value soared 136% over the past three years. Sales for Samsung's Galaxy S4 smartphone have been on fire and the company also benefits from its market leading position with memory chips. Samsung's smartphone shipments rose 40% to 81.2 million in the third quarter, according to IDC. Its 31.4% market share is larger than the next four brands combined.

Samsung has poured money into marketing, particularly in sports, to highlight its innovative products. South Korean-based Samsung Electronics has been an Olympic sponsor since the 1988 Seoul Olympic Games. It uses global sports stars like track and field's Usain Bolt and figure skater Kim Yu Na in its advertising. Samsung's most high profile sports team deal is its \$24 million a year jersey sponsorship of European soccer champion Chelsea. The company's ad budget hit \$4.4 billion last year.

"Really strong brands are highly innovative and highly relevant, so they are always moving forward in the right direction with products and services that really appeal to people and are distinctive and different," says Keller.

Samsung and Apple have been on remarkable runs, but they only need to look across the mobile space to see how quickly the value of a brand can collapse in the complex, fast moving technology world. Forbes valued the Blackberry brand at \$6.1 billion last year, but just \$2.2 billion this year and outside the top 100. Three years ago, Forbes deemed the Nokia brand worth \$27.3 billion, ninth highest in the world. Today we figure it is worth \$7 billion, which ranks No. 71. The value is down 55% from last year as the brand, like Blackberry, has been left behind in the smartphone world.

Nokia was the world's leading market of mobile phones for 14 years until early 2012, but they failed to read the market and adapt to the consumer's move to smartphones. Nokia still ranks second behind Samsung in global shipments in the low-priced, stagnant mobile phone category with a 13.8% market share, according to IDC. But Nokia is almost irrelevant in the high-priced, exploding smartphone area. Nokia sold 8.8 million of its Lumia smartphones in the third quarter—up 19% from the prior year, but Samsung sold nine times as many smartphones with unit growth twice as fast. Keller isn't hopeful about a Nokia revival and adds, "In such a fast moving category and industry, it is murder to catch up once you fall behind."

### **Full List: The World's Most Valuable Brands**

*Research: Courtney Retter*

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**This article is available online at:**

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**Kurt Badenhausen**, Forbes Staff

I cover sports business with rare dip in education &amp; local economies

BUSINESS | 10/02/2012 @ 4:57PM | 77,326 views

# Apple Tops List Of The World's Most Powerful Brands

## [The World's Most Powerful Brands](#)

[Apple](#) has taken its lumps the past two weeks with the rollout of the iPhone 5. Customer complaints about the Maps app and phones that easily scratch sparked cries that these things never would have happened under [Steve Jobs](#)' watch. Is the Apple brand headed south? Not a chance.

Apple remains a leader in innovation that is adored by consumers around the world. The brand helped the company generate \$40 billion in profits over the past 12-months, second most in the world behind [Exxon Mobil](#). How do you measure the power of a brand? It is the combination of financial value and positive consumer sentiment and Apple has both in abundance, which puts the Apple brand on top of Forbes inaugural list of the World's Most Powerful Brands.

"Apple sets the pace, redefines categories and addresses our needs even before we realize we have them," says Billy Mann, managing director at consulting firm Penn Schoen Berland. Look at the phone market, which Apple did not even enter until 2007. The annual release of the updated iPhone is now the most anticipated event of the year in the telecom category. Apple sold more than five million iPhone 5 units in the first weekend it went on sale last month.

The Apple brand is worth \$87.1 billion by our count, up 52% from two years ago when [Forbes last valued the top brands](#). The Apple brand is worth 59% more than [Microsoft](#), which ranks No. 2 in brand value and overall.

The Microsoft brand is worth \$54.7 billion, as the company remains a financial juggernaut with operating profit margins of 42%. Microsoft spends \$1.6 billion annually on advertising, almost twice as much as Apple, to help get its message across. While Microsoft has been under fire, as Apple rocketed past it in market value and coolness factor, consumers still favor [Bill Gates](#)' baby. Microsoft ranked first in a global survey of brands on perception done for Forbes by consulting firms Landor Associates and Penn Schoen Berland. The study measured 130 brands on attributes such as innovation and quality and Microsoft scored highly on "invests in customers" and "addresses my unique needs."

“In an industry that transforms itself every year, Microsoft has been a leader for decades,” says Mann. Apple surprisingly only ranked 11<sup>th</sup> on consumer perception among the top 100 brands, but its huge edge in brand value kept it ranked as the most powerful.

### **In Pictures: The World's Most Powerful Brands**

#### **Full Coverage: The World's Most Powerful Brands**

We started with a universe of more than 200 global brands to determine the most powerful. We required brands to have more than a token presence in the U.S., which eliminated some big brands like Spanish retailer Zara and telecom firm China Mobile. Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value.

We then turned to Landor and PSB to survey 2,000 global consumers on 130 brand names that Forbes valued at more than \$2.5 billion. The firms gauged consumer perceptions of the brands on a dozen attributes. Forbes combined the brand values with the consumer study to determine our power list, overweighting the former (click [here](#) for a detailed methodology).

The Coca-Cola brand ranked No. 3 overall with a value of \$50 billion and a rank of 29 among consumers. The company sold 26.7 billion cases of soda worldwide last year, with the Coca-Cola brand accounting for half of that. Sales for the soda category have declined seven straight years in the U.S., but Coca-Cola is still the best-selling brand and a force globally. Retail sales for the brand topped \$1 billion in 18 different countries in 2011.

Technology brands dominate the top 100 with 24 making the cut. Tech giants secured the three slots after Coca-Cola with No. 4 IBM (brand value: \$48.5 billion), No. 5 Google (\$37.6 billion) and No. 6 Intel (\$32.3 billion).

Upstart tech brand, Facebook, is worth \$13.1 billion, which is 36<sup>th</sup> highest among all brands, but the social media site was crushed in the survey by Landor and PSB. Consumers dinged Facebook on the trust and transparency attributes, as well as on understanding and caring about customers. Clearly, privacy concerns remain a hot-button topic among Facebook's roughly one billion users. The brand ranked No. 99 with consumers among the top 100 with only Verizon faring worse. The poor consumer ratings knocked Facebook down to No. 73 overall on the power brands list.

Facebook made the top 100, but other valuable brands like Marlboro (\$15.3 billion), JPMorgan (\$13 billion) and Goldman Sachs (\$8 billion) failed to make the final cut, as a result of poor consumer scores. These three brands all ranked among the bottom five of the 130 surveyed by Landor and PSB.

Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is the in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft.

“Consumers, especially Americans, trust, and find comfort in their food brands,” says Mann. The maker of Cheerios and Wheaties scored highly on attributes like “makes communities a better place” and “cares about the issues that matter to me.”



**[In Pictures: The World's Most Powerful Brands](#)**

**[Full Coverage: The World's Most Powerful Brands](#)**

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**Brian Caulfield**, Forbes Staff

Covering the intersection of new things and mass markets.

TECH | 5/09/2011 @ 6:10AM | 12,220 views

# Apple Blasts Past Google To Become World's Most Valuable Brand

[Apple](#) is now the most valuable brand in the world.

The value of the Cupertino, California-based company's brand grew 84% to \$153.3 billion, according to WPP, bumping search engine [Google](#) out of the top spot on the advertising and marketing company's list of most valuable brands after a four-year run.

The value of Apple's brand has grown 859% since 2006, according to WPP, thanks to the success of new products such as Apple's iPhone smartphones and iPad tablet computers.



Image via CrunchBase

Tech brands comprise one-third of the 100 most valuable brands on the sixth annual "BrandZ Top 100 Most Valuable Global Brands" study, released Monday.

Six of the top ten most valuable brands were technology or telecommunications companies, including Apple, Google, IBM, [Microsoft](#), AT&T, and China Mobile, according to WPP.

Google, number two on the list, saw the value of its brand fall 2% to 111.5 billion.

The value of [Amazon.com](#)'s brand rose 37% to place it 14th on the list, passing Walmart to become the most valuable retail brand.

Facebook made the list for the first time. WPP figures the social network's brand is worth \$19.1 billion.

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This article is available online at:

<http://www.forbes.com/sites/briancaulfield/2011/05/09/apple-blasts-past-google-to-become-worlds-most-valuable-brand/>

# EXHIBIT 3









# EXHIBIT 4



# Rankings

Filter +






## Best Global Brands

Interbrand's Best Global Brands is the definitive list of the world's most valuable brands. Find out the world's top 100 brands and the leadership strategies here.

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Best  
Global  
Brands  
2013



The New Top 100

The Leadership Issue

Sector Overviews

Articles & Interviews

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The Top 100 List View



Click headers to sort table.

2013 Rank	Brand	Brand Value (\$m)
1		98,316
2		93,291
3		79,213

4		78,808
5		59,546
6		46,947
7		41,992
8		39,610
9		37,257
10		35,346
11	 Mercedes-Benz	31,904
12		31,839
13		29,053
14		28,147
15		25,843
16		25,105







17	LOUIS VUITTON	24,893
18	ORACLE	24,088
19	amazon	23,620
20	HONDA	18,490
21	H&M	18,168
22	pepsi	17,892
23	AMERICAN EXPRESS	17,646
24		17,085
25	SAP	16,676
26	IKEA	13,818
27	ups	13,763
28	ebay	13,162
29		13,035

		
30	<i>Kellogg's</i>	12,987
31	<i>Budweiser</i>	12,614
32	HSBC 	12,183
33	J.P.Morgan	11,456
34		11,120
35	<b>Canon</b>	10,989
36	<b>Z A R A</b>	10,821
37	<b>NESCAFÉ.</b>	10,651
38	<b>G U C C I</b>	10,151
39	<b>L'ORÉAL</b> PARIS	9,874
40	<b>PHILIPS</b>	9,813
41		9,471








42		9,181
43		9,004
44		8,536
45		8,503
46		8,408
47		8,103
48		7,973
49		7,968
50		7,833
51		7,767
52		7,732
53		7,648
54		7,616

55		7,535
56		7,527
57		7,444
58		7,125
59		7,096
60		6,897
61		6,845
62		6,779
63		6,710
64		6,471
65		6,203
66		6,192
67		6,086



68	Panasonic	5,821
69		5,811
70		5,756
71	Morgan Stanley	5,724
72	PRADA	5,570
73		5,535
74	VISA	5,465
75	TIFFANY & CO.	5,440
76	3M	5,413
77	BURBERRY	5,189
78		4,980
79		4,899
80		4,865

81		4,777
82		4,745
83		4,708
84		4,660
85		4,645
86		4,642
87		4,610
88		4,584
89		4,578
90		4,428
91		4,399
92		4,331
93		4,276

94		4,269
95		4,262
96		4,230
97		4,206
98		4,013
99		3,943
100		3,920

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Interbrand's 2012 Best Global Brands report, including detailed sector analyses, is available in full on [interbrand.com](http://interbrand.com) and [bestglobalbrands.com](http://bestglobalbrands.com). The Best Global Brands website also includes in-depth CMO interviews and interactive charts & graphs.

### Interbrand's 2012 Best Global Brands

2012 RANK	2011 RANK	BRAND	SECTOR	2012 BRAND VALUE \$m	% CHANGE (Brand Value)
1	1	Coca-Cola	Beverages	77,839	8%
2	8	Apple	Technology	76,568	129%
3	2	IBM	Business Services	75,532	8%
4	4	Google	Technology	69,726	26%
5	3	Microsoft	Technology	57,853	-2%
6	5	GE	Diversified	43,682	2%
7	6	McDonald's	Restaurants	40,062	13%
8	7	Intel	Technology	39,385	12%
9	17	Samsung	Technology	32,893	40%
10	11	Toyota	Automotive	30,280	9%
11	12	Mercedes-Benz	Automotive	30,097	10%
12	15	BMW	Automotive	29,052	18%
13	9	Disney	Media	27,438	-5%
14	13	Cisco	Business Services	27,197	7%
15	10	HP	Technology	26,087	-8%
16	16	Gillette	FMCG	24,898	4%
17	18	Louis Vuitton	Luxury	23,577	2%
18	20	Oracle	Business Services	22,126	28%
19	14	Nokia	Electronics	21,009	-16%
20	26	Amazon	Internet Services	18,625	46%
21	19	Honda	Automotive	17,280	-11%
22	22	Pepsi	Beverages	16,594	14%
23	21	H&M	Apparel	16,571	1%
24	23	American Express	Financial Services	15,702	8%
25	24	SAP	Business Services	15,641	8%
26	25	Nike	Sporting Goods	15,126	4%
27	27	UPS	Transportation	13,088	4%
28	31	IKEA	Home Furnishings	12,808	8%
29	34	Kellogg's	FMCG	12,068	6%
30	33	Canon	Electronics	12,029	3%
31	29	Budweiser	Alcohol	11,872	-3%
32	28	J.P. Morgan	Financial Services	11,471	-8%
33	32	HSBC	Financial Services	11,378	-4%
34	N/A	Pampers	FMCG	11,296	NEW
35	30	Nescafé	Beverages	11,089	-8%
36	36	eBay	Internet Services	10,947	12%
37	44	Zara	Apparel	9,488	18%
38	39	Gucci	Luxury	9,446	8%
39	47	Volkswagen	Automotive	9,252	18%
40	35	Sony	Electronics	9,111	-8%
41	41	Philips	Electronics	9,066	5%
42	40	L'Oréal	FMCG	8,821	1%
43	45	Accenture	Business Services	8,745	9%
44	37	Thomson Reuters	Business Services	8,444	-11%
45	50	Ford	Automotive	7,958	6%

46	49	Heinz	FMCG	7,722	1%
47	51	Colgate	FMCG	7,643	7%
48	38	Goldman Sachs	Financial Services	7,599	-16%
49	43	Dell	Technology	7,591	-9%
50	42	Citi	Financial Services	7,570	-12%
51	46	Siemens	Diversified	7,534	-5%
52	52	Danone	FMCG	7,498	8%
53	61	Hyundai	Automotive	7,473	24%
54	54	Morgan Stanley	Financial Services	7,218	9%
55	59	Audi	Automotive	7,196	17%
56	48	Nintendo	Electronics	7,082	-8%
57	55	Nestlé	FMCG	6,916	5%
58	53	AXA	Financial Services	6,748	1%
59	57	Xerox	Technology	6,714	5%
60	60	adidas	Sporting Goods	6,699	9%
61	64	Caterpillar	Diversified	6,306	13%
62	67	Allianz	Financial Services	6,184	16%
63	66	Hermès	Luxury	6,182	15%
64	62	KFC	Restaurants	5,994	2%
65	69	Panasonic	Electronics	5,765	14%
66	63	Sprite	Beverages	5,709	2%
67	58	MTV	Media	5,648	-12%
68	70	Cartier	Luxury	5,495	15%
69	N/A	Facebook	Internet Services	5,421	NEW
70	73	Tiffany & Co.	Luxury	5,159	15%
71	65	Avon	FMCG	5,151	-4%
72	72	Porsche	Automotive	5,149	12%
73	90	Nissan	Automotive	4,969	30%
74	75	Visa	Financial Services	4,944	10%
75	74	Shell	Energy	4,788	7%
76	68	Santander	Financial Services	4,771	-6%
77	85	3M	Diversified	4,656	18%
78	80	Adobe	Technology	4,557	9%
79	83	Johnson & Johnson	FMCG	4,378	8%
80	71	Kleenex	FMCG	4,360	-7%
81	78	Jack Daniel's	Alcohol	4,352	1%
82	95	Burberry	Luxury	4,342	16%
83	88	Johnnie Walker	Alcohol	4,301	12%
84	N/A	Prada	Luxury	4,271	NEW
85	97	John Deere	Diversified	4,221	16%
86	81	Pizza Hut	Restaurants	4,193	2%
87	N/A	Kia	Automotive	4,089	NEW
88	96	Starbucks	Restaurants	4,062	11%
89	86	Corona	Alcohol	4,061	3%
90	89	Smirnoff	Alcohol	4,050	5%
91	N/A	Ralph Lauren	Apparel	4,038	NEW
92	91	Heineken	Alcohol	3,939	3%
93	56	BlackBerry	Electronics	3,922	-39%
94	N/A	MasterCard	Financial Services	3,896	NEW
95	82	Credit Suisse	Financial Services	3,866	-5%
96	100	Harley-Davidson	Automotive	3,857	10%
97	76	Yahoo!	Internet Services	3,851	-13%
98	77	Moët & Chandon	Alcohol	3,824	-13%
99	99	Ferrari	Automotive	3,770	5%
100	84	Gap	Apparel	3,731	-8%



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Top 100 Brands

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## PREVIOUS YEARS

2011 ranking  
2010 ranking  
2009 ranking  
2008 ranking  
2007 ranking  
2006 ranking  
2005 ranking  
2004 ranking  
2003 ranking  
2002 ranking  
2001 ranking










## PRESS & MEDIA






















Karen Burke  
Global Chief































## 2011 Ranking of the Top 100 Brands

Print






























	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	71,861	2%
+	2	2		United States	Business Services	69,905	8%
+	3	3		United States	Computer Software	59,087	-3%
+	4	4		United States	Internet Services	55,317	27%
+	5	5		United States	Diversified	42,808	0%
+	6	6		United States	Restaurants	35,593	6%
+	7	7		United States	Electronics	35,217	10%
+	8	17		United States	Electronics	33,492	58%
+	9	9		United States	Media	29,018	1%
+	10	10		United States	Electronics	28,479	6%
+	11	11		Japan	Automotive	27,764	6%
+	12	12		Germany	Automotive	27,445	9%
+	13	14		United States	Business Services	25,309	9%
+	14	8		Finland	Electronics	25,071	-15%
+	15	15		Germany	Automotive	24,554	10%
+	16	13		United States	FMCG	23,997	3%
+	17	19		South Korea	Electronics	23,430	20%
+	18	16		France	Luxury	23,172	6%
+	19	20		Japan	Automotive	19,431	5%
+	20	22		United States	Business Services	17,262	16%
+	21	21		Sweden	Apparel	16,459	2%
+	22	23		United States	Beverages	14,590	4%
+	23	24		United States	Financial Services	14,572	5%
+	24	26		Germany	Business Services	14,542	14%
+	25	25		United States	Sporting Goods	14,528	6%
+	26	36		United States	Internet Services	12,758	32%

<div>Communications Officer + 1 212 798-7646</div> <div>Lindsay Beltzer Global Public Relations Associate + 1 212 798-7786</div> <div>BGB BADGE</div> <div>Are you a Best Global Brand? Contact <b>Jessica McHie</b> for the BGB badge and guidelines for usage.</div> <div><div>TOP 100 BEST GLOBAL BRAND 2011</div><div>Interbrand</div></div>	<div><div></div></div>	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
	<div><div></div></div>	27	31		United States	Transportation	12,536	6%
	<div><div></div></div>	28	29		United States	Financial Services	12,437	1%
	<div><div></div></div>	29	30		United States	Alcohol	12,252	0%
	<div><div></div></div>	30	27		Switzerland	Beverages	12,115	-5%
	<div><div></div></div>	31	28		Sweden	Home Furnishings	11,863	-5%
	<div><div></div></div>	32	32		United Kingdom	Financial Services	11,792	2%
	<div><div></div></div>	33	33		Japan	Electronics	11,715	2%
	<div><div></div></div>	34	35		United States	FMCG	11,372	3%
	<div><div></div></div>	35	34		Japan	Electronics	9,880	-13%

<div>BEST GLOBAL GREEN BRANDS</div> <div>Which brands lead when it comes to the environment. Find out in our <b>Best Global Green Brands</b> report.</div> <div><div>BEST GLOBAL GREEN BRANDS</div><div>Interbrand</div></div>	<div><div></div></div>	36	43		United States	Internet Services	9,805	16%
	<div><div></div></div>	37	39		Canada	Media	9,515	6%
	<div><div></div></div>	38	37		United States	Financial Services	9,091	-3%
	<div><div></div></div>	39	44		Italy	Luxury	8,763	5%
	<div><div></div></div>	40	45		France	FMCG	8,699	9%
	<div><div></div></div>	41	42		Netherlands	Electronics	8,658	0%
	<div><div></div></div>	42	40		United States	Financial Services	8,620	-3%
	<div><div></div></div>	43	41		United States	Electronics	8,347	-6%
	<div><div></div></div>	44	48		Spain	Apparel	8,065	8%
	<div><div></div></div>	45	47		United States	Business Services	8,005	7%
	<div><div></div></div>	46	49		Germany	Diversified	7,900	8%
	<div><div></div></div>	47	53		Germany	Automotive	7,857	14%
	<div><div></div></div>	48	38		Japan	Electronics	7,731	-14%
	<div><div></div></div>	49	46		United States	FMCG	7,609	1%
	<div><div></div></div>	50	50		United States	Automotive	7,483	4%
	<div><div></div></div>	51	51		United States	FMCG	7,127	3%
	<div><div></div></div>	52	58		France	FMCG	6,936	9%
	<div><div></div></div>	53	56		France	Financial Services	6,694	0%
	<div><div></div></div>	54	52		United States	Financial Services	6,634	-4%
	<div><div></div></div>	55	57		Switzerland	FMCG	6,613	1%
	<div><div></div></div>	56	54		Canada	Electronics	6,424	-5%

+	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value	ABOUT US Interbrand Interbrand Companies InterbrandHealth Interbrand Design Forum BrandWizard Interbrand Foundation OUR WORK By Client By Discipline Analytics Brand Strategy Brand Valuation Corporate Design Digital Strategy Digital Brand Management Health Internal Brand Engagement Naming Packaging Design Retail Verbal Identity KNOWLEDGE Branding Studies Papers & Articles Blog Books Brandchannel IQ BEST GLOBAL BRANDS 2011 Report 2010 Report Previous Years Methodology Best Global Green Brands NEWS ROOM Press Releases In the News Awards & Recognition OFFICES Our Local Offices Contact Form
+	57	59		United States	Electronics	6,414	5%	
+	58	55		United States	Media	6,383	-5%	
+	59	63		Germany	Automotive	6,171	13%	
+	60	62		Germany	Sporting Goods	6,154	12%	
+	61	65		South Korea	Automotive	6,005	19%	
+	62	60		United States	Restaurants	5,902	1%	
+	63	61		United States	Beverages	5,604	-3%	
+	64	70		United States	Diversified	5,598	19%	
+	65	64		United States	FMCG	5,376	6%	
+	66	69		France	Luxury	5,356	12%	
+	67	67		Germany	Financial Services	5,345	9%	
+	68	68		Spain	Financial Services	5,088	5%	
+	69	73		Japan	Electronics	5,047	16%	
+	70	77		France	Luxury	4,781	18%	
+	71	71		United States	FMCG	4,672	3%	
+	72	72		Germany	Automotive	4,580	4%	
+	73	76		United States	Luxury	4,498	9%	
+	74	81		Netherlands	Energy	4,483	12%	
+	75	82		United States	Financial Services	4,478	12%	
+	76	66		United States	Internet Services	4,413	-11%	
+	77	79		France	Alcohol	4,383	9%	
+	78	78		United States	Alcohol	4,319	7%	
+	79	74		United Kingdom	Financial Services	4,259	1%	
+	80	88		United States	Computer Software	4,170	15%	
+	81	83		United States	Restaurants	4,092	3%	
+	82	80		Switzerland	Financial Services	4,090	2%	
+	83	75		United States	FMCG	4,072	-2%	
+	84	84		United States	Apparel	4,040	2%	
+	85	90		United States	Diversified	3,945	10%	
+	86	85		Mexico	Alcohol	3,924	2%	



	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
	87	87		Germany	FMCG	3,883	4%
	88	92		United Kingdom	Alcohol	3,842	8%
	89	89		United Kingdom	Alcohol	3,841	6%
	90	NEW		Japan	Automotive	3,819	N/A
	91	93		Netherlands	Alcohol	3,809	8%
	92	86		Switzerland	Financial Services	3,799	0%
	93	95		Italy	Luxury	3,794	10%
	94	94		Switzerland	Financial Services	3,769	8%
	95	100		United Kingdom	Luxury	3,732	20%
	96	97		United States	Restaurants	3,663	10%
	97	NEW		United States	Diversified	3,651	N/A
	98	NEW		Taiwan	Electronics	3,605	N/A
	99	91		Italy	Automotive	3,591	1%
	100	98		United States	Automotive	3,512	7%

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# BEST GLOBAL BRANDS 2010

Top 100 Brands

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## BEST GLOBAL BRANDS

### 2010 RANKINGS

Print

	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	70,452	2%
+	2	2		United States	Business Services	64,727	7%
+	3	3		United States	Computer Software	60,895	7%
+	4	7		United States	Internet Services	43,557	36%
+	5	4		United States	Diversified	42,808	-10%
+	6	6		United States	Restaurants	33,578	4%
+	7	9		United States	Electronics	32,015	4%
+	8	5		Finland	Electronics	29,495	-15%
+	9	10		United States	Media	28,731	1%
+	10	11		United States	Electronics	26,867	12%
+	11	8		Japan	Automotive	26,192	-16%
+	12	12		Germany	Automotive	25,179	6%
+	13	13		United States	FMCG	23,298	2%
+	14	14		United States	Business Services	23,219	5%
+	15	15		Germany	Automotive	22,322	3%
+	16	16		France	Luxury	21,860	4%
+	17	20		United States	Electronics	21,143	37%
+	18	17		United States	Tobacco	19,961	5%
+	19	19		South Korea	Electronics	19,491	11%
+	20	18		Japan	Automotive	18,506	4%
+	21	21		Sweden	Apparel	16,136	5%
+	22	24		United States	Business Services	14,881	9%
+	23	23		United States	Beverages	14,061	3%

## PREVIOUS YEARS

2010 ranking  
2009 ranking  
2008 ranking  
2007 ranking  
2006 ranking  
2005 ranking  
2004 ranking  
2003 ranking  
2002 ranking  
2001 ranking

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







































## PRESS &amp; MEDIA

Lisa Kline  
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Lindsay Beltzer  
+1 212 798-7786

CHARTS & GRAPHS 24 22			United States	Financial Services	13,944	-7%
TOP RISERS & FALLERS which brands experienced the biggest change in brand value in 2010.			United States	Sporting Goods	13,706	4%
			Germany	Business Services	12,756	5%
			Switzerland	Beverages	12,753	-4%
			Sweden	Home Furnishings	12,487	4%
			United States	Financial Services	12,314	29%
INDUSTRY INSIGHTS Find out which sectors performed best from 2009 to 2010.			United States	Alcohol	12,252	4%
			United States	Transportation	11,826	2%
			United Kingdom	Financial Services	11,561	10%
			Japan	Electronics	11,485	10%
			Japan	Electronics	11,356	-5%
			United States	FMCG	11,041	6%
			United States	Internet Services	9,665	23%
			United States	Financial Services	9,372	1%
			Japan	Electronics	8,990	-2%
			Canada	Media	8,976	6%
			United States	Financial Services	8,887	-13%
			United States	Electronics	8,880	14%
			Netherlands	Electronics	8,696	7%
			United States	Internet Services	8,453	15%
			Italy	Luxury	8,346	2%
			France	FMCG	7,981	3%
			United States	FMCG	7,534	4%
			United States	Business Services	7,481	-3%
			Spain	Apparel	7,468	10%
			Germany	Diversified	7,315	0%
			United States	Automotive	7,195	3%
			United States	FMCG	6,919	6%
			United States	Financial Services	6,911	8%
			Germany	Automotive	6,892	6%

+	54	63	 BlackBerry	Canada	Electronics	6,762	32%
+	55	54	 MTV	United States	Media	6,719	3%
+	56	53	 AXA	France	Financial Services	6,694	3%
+	57	58	 Nestlé	Switzerland	FMCG	6,548	4%
+	58	60	 DANONE	France	FMCG	6,363	7%
+	59	56	 xerox	United States	Electronics	6,109	-5%
+	60	61	 McDonald's	United States	Restaurants	5,844	2%
+	61	N/A	 Sprite	United States	Beverages	5,777	0%
+	62	62	 adidas	Germany	Sporting Goods	5,495	2%
+	63	65	 Audi	Germany	Automotive	5,461	9%
+	64	67	 AVON	United States	FMCG	5,072	3%
+	65	69	 HYUNDAI	South Korea	Automotive	5,033	9%
+	66	64	 YAHOO!	United States	Internet Services	4,958	-3%
+	67	81	 Allianz	Germany	Financial Services	4,904	28%
+	68	N/A	 Santander	Spain	Financial Services	4,846	0%
+	69	70	 HERMÈS PARIS	France	Luxury	4,782	4%
+	70	66	 CATERPILLAR	United States	Diversified	4,704	-6%
+	71	71	 Kleenex	United States	FMCG	4,536	3%
+	72	74	 Porsche	Germany	Automotive	4,404	4%
+	73	75	 Panasonic	Japan	Electronics	4,351	3%
+	74	N/A	 BARCLAYS	United Kingdom	Financial Services	4,218	0%
+	75	80	 Johnson & Johnson	United States	FMCG	4,155	8%
+	76	76	 TIFFANY & CO.	United States	Luxury	4,127	3%
+	77	77	 Cartier	France	Luxury	4,052	2%
+	78	N/A	 BACARDI	United States	Alcohol	4,036	0%
+	79	82	 MOËT & CHANDON Reims	France	Alcohol	4,021	7%
+	80	N/A	 CREDIT SUISSE	Switzerland	Financial Services	4,010	0%
+	81	92	 Shell	Netherlands	Energy	4,003	24%
+	82	94	 VISA	United States	Financial Services	3,998	26%

+	83	79		United States	Restaurants	3,973	2%
+	84	78		United States	Apparel	3,961	1%
+	85	N/A		Mexico	Alcohol	3,847	0%
+	86	72		Switzerland	Financial Services	3,812	13%
+	87	86		Germany	FMCG	3,734	5%
+	88	95		United States	Computer Software	3,626	15%
+	89	84		United Kingdom	Alcohol	3,624	-2%
+	90	N/A		United States	Diversified	3,586	0%
+	91	88		Italy	Automotive	3,562	1%
+	92	N/A		United Kingdom	Alcohol	3,557	0%
+	93	N/A		Netherlands	Alcohol	3,516	0%
+	94	N/A		Switzerland	Financial Services	3,496	0%
+	95	89		Italy	Luxury	3,443	4%
+	96	91		France	FMCG	3,403	5%
+	97	90		United States	Restaurants	3,339	2%
+	98	73		United States	Automotive	3,281	-24%
+	99	100		United States	FMCG	3,241	5%
+	100	98		United Kingdom	Luxury	3,110	0%

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Most Admired 2014


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1	Apple
2	Amazon.com
3	Google
4	Berkshire Hathaway





1

Apple



Mario Tama / Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
HQ Country	USA
Website	www.apple.com

▲ AAPL

118.93+1.33  
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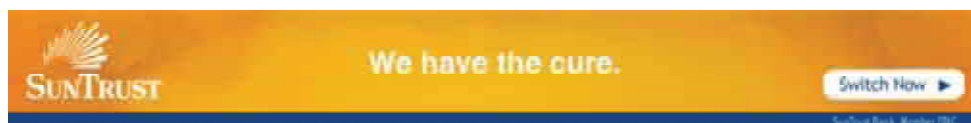
EDT

The iconic tech company known for the iPhone and other stylish and user-friendly products is back in the top spot on this year’s list, for the seventh year in a row. Apple, the most valuable brand on the planet according to Interbrand, brought in \$171 billion in revenues in FY2013 and is flush with cash, but fan boys and girls (not to mention the market)

are getting antsy to see its next big product. Bets are on a smartwatch or AppleTV, but the company is also reportedly turning its attention to cars and medical devices.

Nine Key Attributes of Reputation	Rank
Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	5
Quality of management	1
Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	2

Company Profile


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## World's Most Admired Companies

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### Apple

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**Top 50 rank:** 1

**Rank in Computers:** 1

(Previous rank: 1)

**Overall score:** 8.24

**Ticker:** AAPL

#### Why it's admired:

Apple has had a rough time lately with its stock price in a free fall and the widely publicized failure of its Maps feature. However, it remains a financial juggernaut, posting \$13 billion in net income last quarter, making it the most profitable company in the world during that period. The company has its fanatical customer base, and it still refuses to compete on price, making the iconic iPhone and iPad products that are still widely seen as prestige devices. Competition may be stiff, but so far it remains behind: In Q4 2012, the iPhone 5 was the world's best selling smartphone, followed in second place by the iPhone 4S. —OA



COURTESY: APPLE

#### Headquarters:

Cupertino, CA

 Website: [www.apple.com](http://www.apple.com)

By Omar Akhtar, Erika Fry, Anne VanderMey and Kurt Wagner

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Top companies in innovation, responsibility and more

7 Most Admired Companies that fell off the map

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## WORLD'S MOST ADMIRABLE COMPANIES

2012

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## Apple

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**MOST ADMIRABLE**  
**Top 50 rank:** 1  
**Rank in Computers:** 1  
 (Previous rank: 1)  
**Overall score:** 8.42  
**Ticker:** AAPL

**Why It's admired:**  
 To say it was another big year for Apple would be a gross understatement. With the passing of Steve Jobs, questions swirled around the company's future. But under new CEO Tim Cook's guidance, Apple continues to prosper.

The company's annual revenues climbed to \$108 billion, led by an 81% increase in iPhone sales -- a jump that doesn't factor in the runaway success of the iPhone 4S -- and a 334% spike in iPad sales, due in no small part to the revamped iPad 2. Increased sales across the board explain why shares soared 75% during the company's fiscal year to \$495.

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## Readers' choice





## World's Most Admired Companies

### Apple

**Top 50 rank:** 1

**Rank in Computers:** 1

(Previous rank: 1)

**Overall score:** 8.16

**Why it's admired** For the fourth straight year, Apple tops Fortune's Most Admired list. The company's blistering pace of new product releases has continued to set the bar high for tech companies across the board.



COURTESY: APPLE

Apple took a stock hit when iconic CEO Steve Jobs announced in January that he'd be taking a second medical leave, two years after receiving a liver transplant during a six-month sabbatical. But Jobs assured the market in the company's recent earnings report that Apple was still "firing on all cylinders."

It certainly appears to be. Apple nearly doubled its quarterly profits vs. a year ago. The iPad 2 was introduced in March, marking the second generation of one of Apple's milestone product successes. And Jobs made a surprise appearance at the launch.

Another huge move by Apple was the announcement this January that the iPhone 4 would be available from Verizon, offering another option to consumers frustrated with dropped calls on AT&T. --By Shelley DuBois

### Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment	1

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Quality of products/services	1
Global competitiveness	2

## Industry: Computers

### Most Admired

Rank	Company	Overall score
1	<b>Apple</b>	<b>8.16</b>
2	<b>EMC</b>	<b>6.79</b>
3	<b>Hewlett-Packard</b>	<b>6.71</b>

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From the March 21, 2011 issue

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## World's Most Admired Companies

### Apple

**MOST ADMIRABLE** Top 50 rank: 1

**Rank in Computers:** 1

(Previous rank: 2)

**Overall score:** 7.95

**Why it's admired** Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row.



PHOTO: RYAN ANTON/AP/GETTY IMAGES

With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot.

What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks.

As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --*Christopher Tkaczyk*

### Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	2
Social responsibility	2
Quality of management	1
Financial soundness	1
Long-term investment	2

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Nine key attributes of reputation

Industry rank

Quality of products/services

1

Global competitiveness

2

## Industry: Computers

### Most Admired

Rank	Company	Overall score
1	Apple	7.95
2	Hewlett-Packard	7.74
3	EMC	6.86

From the March 22, 2010 issue

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## WORLD'S MOST ADMIRABLE COMPANIES

2009

jobs by

[Full List](#) [By Location](#) [Best & Worst](#) [No. 1s](#) [Industries](#)

### Apple

#### MOST ADMIRABLE

**Top 50 rank:** 1

**Rank in Computers:** 2 (Previous rank: 2\*)

**Overall score:** 7.07

#### Why it's admired

It's been a rocky year for Apple: CEO Steve Jobs' health made headlines, and critics said Cupertino wasn't being open enough about it. But customers remained loyal to the brand that made white ear buds cool. As much of the computer industry struggled, Apple shipped 22.7 million iPods during its first quarter (up 3 percent from last year), 2.5 million Macs (up 9 percent), and 4.4 million iPhones. No wonder Apple tops our Most Admired list for the second year in a row. —Alyssa Abkowitz

**Address:** 1 Infinite Loop  
 Cupertino, CA 95014  
**Phone:** 408-996-1010  
**Website:** www.apple.com



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### Job openings... at Apple

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 Cupertino, CA - Apple

Handwriting Recognition Engineer  
 Cupertino, CA - Apple

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 Cupertino, CA - Apple

Sr. Trademark/Brand Protection Counsel  
 Cupertino, CA - Apple

Tooling and Process Engineer (Metals)  
 Cupertino, CA - Apple

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 job title or company location 

#### Five key attributes of reputation

Innovation

People management

Use of corporate assets

Social responsibility

Quality of management

Financial soundness

Long-term investment

Quality of products/services

Global competitiveness

#### Industry rank

 1  
1  
3  
5  
3  
2  
3  
1  
5

### ...Top 50 Headquarters



**Show:** Top 50 | All Most Admired. The Americas | Europe | Asia/Australia

### ...What Readers Say

They speak out on the Most Admired...

Goldman Sachs, Morgan Chase, and Bank of America in the Top 50?? Y...

How about Genentech, 9 billion in sales with significant profit, whi...

AT&T most admired? Not by their rank and file employees. 12,000...

#### Overall score

7.28

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### Industry: Computers

#### Most Admired

Rank	Company	Overall score
1	Xerox	7.28

[Find companies you most admire](#)

2	Apple	7.07	Have your say
3	Hewlett-Packard	7.04	
More competitors		See all	

From the March 16, 2009 issue

\*Designated as an international industry. Prior year's ranks, unless otherwise noted, are ranks in the World's Most Admired Companies listing.

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How companies get most admired

<input type="checkbox"/> Innovation	<input type="checkbox"/> Quality of management
<input type="checkbox"/> People management	<input type="checkbox"/> Financial soundness
<input type="checkbox"/> Use of corporate assets	<input type="checkbox"/> Long-term investment
<input type="checkbox"/> Social responsibility	<input type="checkbox"/> Product/services quality
<input type="checkbox"/> Global competitiveness	

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(HOW THIS TOOL WORKS)

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#### Video (3 of 3)



#### Least admired companies

Fortune's Stanley Bing looks at qualities, like repeated layoffs, that could land a company on this, um, prestigious list. [Watch](#)

#### Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	2	
Walt Disney	1	
Google	1	
<a href="#">See the rest</a>		

#### How we pick the Most Admired

This year *Fortune* has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one. [More](#)

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## AMERICA'S MOST ADMIRABLE COMPANIES 2008

## Top 20

## Full list

## Companies

## Industries

No. 1s

### Best & Worst

## States

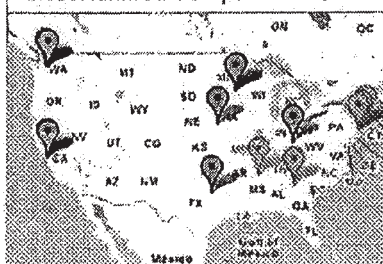
Global

## Top 20

For the 20 most admired companies overall, FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

Rank	Company
1	Apple
2	Berkshire Hathaway
3	General Electric
4	Google
5	Toyota Motor
6	Starbucks
7	FedEx
8	Procter & Gamble
9	Johnson & Johnson
10	Goldman Sachs Group
11	Target
12	Southwest Airlines
13	American Express
14*	BMW
14*	Costco Wholesale
16	Microsoft
17	United Parcel Service

## Most Admired Companies HQs



Show: Top 20 | Full list

## What readers say...

- Safeway should be ranked one of the WORST companies to work for! I ...
- Indeed these are amongst the most admired companies overall. One t...
- I work for the IKAN CORPORATION in Houston Texas. We sell video pro...

## Have your say

### Find compar

- ☐ Innovation
- ☐ People management
- ☐ Use of corporate assets
- ☐ Social responsibility

Industry:

For multiple selections, hold down the <Ctrl> key

State:

For multiple selections, hold down the <Ctrl> key

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don't think so. The  
Advisor in the bea

96% of the picks t  
up. 83% are beati  
than tripled...

Activision is up 80% earning returns like they're recommended.

**Click here for "T**

\*Resized to 5:13:08

18	Cisco Systems
19	3M
20	Nordstrom

From the March 17, 2008 issue

Indicates a tie.

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Company

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#### Most admir

Company

Apple

Nike

Medco Health Solutio

See the rest

#### Industry ch

# EXHIBIT 6

**Int. Cl.: 9**

**Prior U.S. Cl.: 26**

**United States Patent Office**

**Reg. No. 1,078,312**  
**Registered Nov. 29, 1977**

**TRADEMARK**  
**Principal Register**

**APPLE**

Apple Computer, Inc. (California corporation)  
20863 Stevens Creek Blvd.  
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS  
RECORDED ON PAPER AND TAPE, in CLASS 9  
(U.S. CL. 26).

First use during April 1976; in commerce during April  
1976.

Ser. No. 120,444, filed Mar. 25, 1977.

G. T. GLYNN, Examiner



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Typed Drawing

Word Mark	APPLE
Goods and Services	IC 009. US 026. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19760400. FIRST USE IN COMMERCE: 19760400
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73120444
Filing Date	March 25, 1977
Current Basis	1A
Original Filing Basis	1A
Registration Number	1078312
International Registration Number	0870749
Registration Date	November 29, 1977
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 950142081  (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070621.
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# United States of America

United States Patent and Trademark Office

## APPLE

**Reg. No. 3,928,818**

**Registered Mar. 8, 2011**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: COMPUTER HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP AND NOTEBOOK COMPUTERS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER HARDWARE, SOFTWARE AND COMPUTER PERIPHERALS FOR COMMUNICATION BETWEEN MULTIPLE COMPUTERS AND BETWEEN COMPUTERS AND LOCAL AND GLOBAL COMPUTER NETWORKS; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND OTHER MULTIMEDIA CONTENT; COMPUTER MONITORS; LIQUID CRYSTAL DISPLAYS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS, CABLES, MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; STANDS SPECIALLY DESIGNED FOR HOLDING COMPUTER HARDWARE AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; BATTERIES; RECHARGEABLE BATTERIES; BATTERY CHARGERS; BATTERY PACKS; POWER ADAPTERS FOR COMPUTERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; WIRED AND WIRELESS REMOTE CONTROLS FOR COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; HEADPHONES AND EARPHONES; STEREO HEADPHONES; IN-EAR HEADPHONES; MICROPHONES; AUDIO EQUIPMENT FOR VEHICLES, NAMELY, MP3 PLAYERS; SOUND SYSTEMS COMPRISING REMOTE CONTROLS, AMPLIFIERS, LOUDSPEAKERS AND COMPONENTS THEREOF; AUDIO RECORDERS; RADIO RECEIVERS; RADIO TRANSMITTERS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO AND VIDEO PLAYERS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; VIDEOPHONES; COMPUTER GAMING MACHINES, NAMELY, STAND-ALONE VIDEO GAMING MACHINES; HANDHELD AND MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL AND OTHER DIGITAL MEDIA; MP3 AND OTHER DIGITAL FORMAT AUDIO AND VIDEO PLAYERS; PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; A FULL LINE OF ELECTRONIC AND MECHANICAL PARTS AND FITTING FOR PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES, NAMELY, HEADPHONES, MICROPHONES, REMOTE CONTROLS, BATTERIES, BATTERY CHARGERS, DEVICES FOR HANDS-FREE USE, KEYBOARDS, ADAPTORS; PARTS AND ACCESSORIES FOR MOBILE TELEPHONES, NAMELY, MOBILE TELEPHONE COVERS, MOBILE TELEPHONE CASES, MOBILE TELEPHONE COVERS MADE OF CLOTH OR TEXTILE MATER-



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 3,928,818** IALS, MOBILE TELEPHONE BATTERIES, MOBILE TELEPHONE BATTERY CHARGERS, HEADSETS FOR MOBILE TELEPHONES, DEVICES FOR HANDS-FREE USE OF MOBILE TELEPHONES; CARRYING CASES, SACKS, AND BAGS, ALL FOR USE WITH COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; OPERATING SYSTEM PROGRAMS; COMPUTER UTILITY PROGRAMS FOR COMPUTER OPERATING SYSTEMS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE FOR CONNECTING WIRELESS DEVICES, MOBILE TELEPHONES, HANDHELD DIGITAL ELECTRONIC DEVICES, COMPUTERS, LAPTOP COMPUTERS, COMPUTER NETWORK USERS, GLOBAL COMPUTER NETWORKS; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE TO DEVELOP OTHER COMPUTER SOFTWARE; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL MEDIA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEBSITE DEVELOPMENT SOFTWARE; COMPUTER SOFTWARE FOR REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORKS; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER SOFTWARE FOR RECORDING AND ORGANIZING CALENDARS AND SCHEDULES, TO-DO LISTS, AND CONTACT INFORMATION; COMPUTER SOFTWARE FOR CLOCK AND ALARM CLOCK FUNCTIONALITY; COMPUTER SOFTWARE AND PRERECORDED COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; ELECTRONIC MAIL AND MESSAGING SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE AND FIRMWARE FOR OPERATING SYSTEM PROGRAMS; BLANK COMPUTER STORAGE MEDIA; USER MANUALS IN ELECTRONICALLY READABLE, MACHINE READABLE OR COMPUTER READABLE FORM FOR USE WITH, AND SOLD AS A UNIT WITH, ALL THE AFOREMENTIONED GOODS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

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OWNER OF U.S. REG. NOS. 1,078,312, 2,808,567, AND OTHERS.

SN 77-172,511, FILED 5-3-2007.

ANGELA DUONG, EXAMINING ATTORNEY



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Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77172511
Filing Date	May 3, 2007
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	January 1, 2008
Registration Number	3928818
International Registration Number	0956402
Registration Date	March 8, 2011
Owner	(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record	Thomas R. La Perle
Prior Registrations	1078312;2034964;2808567;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

# United States of America

United States Patent and Trademark Office

# APPLE

**Reg. No. 4,088,195**

**Registered Jan. 17, 2012**

**Int. Cl.: 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, ARRANGING AND CONDUCTING PERSONAL TRAINING, CLASSES, WORKSHOPS, CONFERENCES AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, WEBSITE DESIGN, AND CONSUMER ELECTRONICS; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; ONLINE JOURNALS, NAMELY, BLOGS FEATURING GENERAL INTEREST TOPICS COVERING A WIDE VARIETY OF TOPICS AND SUBJECT MATTER; PROVIDING ON-LINE PUBLICATIONS IN THE NATURE OF MAGAZINES, NEWSLETTER AND JOURNALS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; PROVIDING INFORMATION, PODCASTS AND WEBCASTS IN THE FIELD OF ENTERTAINMENT VIA THE INTERNET CONCERNING MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS; DIGITAL VIDEO, AUDIO AND MULTIMEDIA PUBLISHING SERVICES; PROVIDING ENTERTAINMENT INFORMATION REGARDING MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS; PROVIDING INFORMATION, REVIEWS AND PERSONALIZED RECOMMENDATIONS OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS IN THE FIELD OF ENTERTAINMENT; ENTERTAINMENT SERVICES, NAMELY, PRODUCTION OF LIVE MUSICAL PERFORMANCES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING LIVE MUSICAL PERFORMANCES ONLINE VIA A GLOBAL COMPUTER NETWORK; RENTAL OF DIGITAL ENTERTAINMENT CONTENT IN THE NATURE OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS, BY MEANS OF COMMUNICATIONS NETWORKS, NAMELY, PROVISION OF NON-DOWNLOADABLE AUDIO AND AUDIOVISUAL PROGRAMS VIA AN ONLINE VIDEO-ON-DEMAND SERVICE; PROVIDING A DATABASE OF DIGITAL ENTERTAINMENT CONTENT IN THE NATURE OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS VIA ELECTRONIC COMMU-



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 4,088,195** NICATION NETWORKS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING PRERECORDED AUDIO AND AUDIOVISUAL CONTENT, INFORMATION AND COMMENTARY IN THE FIELDS OF MUSIC, CONCERTS, VIDEOS, MOVIES, TELEVISION, BOOKS, NEWS, SPORTS, GAMES AND CULTURAL EVENTS ALL VIA A GLOBAL COMPUTER NETWORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 6313316, FILED 9-28-2007.

OWNER OF U.S. REG. NOS. 2,649,455, 3,317,089, AND OTHERS.

SN 77-428,980, FILED 3-22-2008.

MARILYN IZZI, EXAMINING ATTORNEY

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APPLE

Word Mark	APPLE
Goods and Services	IC 041. US 100 101 107. G & S: Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service. providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network. FIRST USE: 19810301. FIRST USE IN COMMERCE: 19810301
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77428980



Filing Date	March 22, 2008
Current Basis	1A
Original Filing Basis	1B;44D
Published for Opposition	February 16, 2010
Registration Number	4088195
International Registration Number	0978171
Registration Date	January 17, 2012
Owner	(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record	Thomas R. La Perle
Priority Date	September 28, 2007
Prior Registrations	2649455;3226289;3317089;AND OTHERS
Description of Mark	Color is not claimed as a feature of the mark.
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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**Int. Cl.: 9**

**Prior U.S. Cl.: 26, 38**

**United States Patent and Trademark Office**

**Reg. No. 1,114,431**

**Registered Mar. 6, 1979**

**TRADEMARK**

**Principal Register**



Apple Computer, Inc. (California corporation)  
10260 Bandley Drive  
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS  
RECORDED ON PAPER AND TAPE, in CLASS 9  
(U.S. CLS. 26 and 38).

First use during January 1977; in commerce January  
1977.

The mark consists of a silhouette of an apple with a  
bite removed.

Owner of Reg. No. 1,078,312.

Ser. No. 162,799, filed Mar. 20, 1978.

J. TINGLEY, Examiner

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Goods and Services	IC 009. US 026 038. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19770100. FIRST USE IN COMMERCE: 19770100
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	73162799
Filing Date	March 20, 1978
Current Basis	1A
Original Filing Basis	1A
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1114431
Registration Date	March 6, 1979
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014  (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior Registrations	1078312
Description of	THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.

Mark	
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080314.
Renewal	2ND RENEWAL 20080314
Live/Dead Indicator	LIVE

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**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**United States Patent and Trademark Office**

**Reg. No. 2,715,578**

**Registered May 13, 2003**

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

FOR: COMPUTERS HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP, NOTEBOOK AND SUBNOTEBOOK COMPUTERS; HAND HELD AND MOBILE COMPUTERS; COMPUTER TERMINALS AND MONITORS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO PLAYERS; ELECTRONIC ORGANIZERS; COMPUTER KEYBOARDS, CABLES, MODEMS; AUDIO SPEAKERS; COMPUTER VIDEO CONTROL DEVICES, NAMELY, COMPUTER MICE, TRACKBALLS, JOYSTICKS AND GAMEPADS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; TELEPHONY MANAGEMENT SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE, NAMELY FOR PAGING; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; OPERATING SYSTEM SOFTWARE; APPLICATION DEVELOPMENT TOOL PROGRAMS; BLANK COMPUTER STORAGE MEDIA; FONTS, TYPEFACES, TYPE DESIGNS AND SYMBOLS RECORDED ON MAGNETIC MEDIA; COMPUTER SOFTWARE FOR USE IN PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK FOR SEARCHING, RETRIEVING,

TRANSFERRING, MANIPULATING AND DISSEMINATING A WIDE RANGE OF INFORMATION; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK, AS WELL AS TO ORGANIZE AND SUMMARIZE THE INFORMATION RETRIEVED; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL DATA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; CHILDREN'S EDUCATIONAL SOFTWARE; COMPUTER GAME SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEB SITE DEVELOPMENT SOFTWARE; COMPUTER PROGRAM WHICH PROVIDES REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS

AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORK; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER PERIPHERALS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1977; IN COMMERCE 1-1-1977.

OWNER OF U.S. REG. NOS. 1,078,312, 2,180,949 AND OTHERS.

SER. NO. 76-426,501, FILED 7-1-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY



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Goods and Services	IC 009. US 021 023 026 036 038. G & S: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [ terminals and ] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [ modems; ] audio speakers; computer video control devices, namely, computer mice, [ trackballs, joysticks and gamepads; ] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [ character recognition software; telephony management software; ] electronic mail and messaging software; [ telecommunications software, namely, for paging; ] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved. computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [ Computer search engine software; ] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above. FIRST USE: 19770101. FIRST USE IN COMMERCE: 19770101
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	76426501

Filing Date	July 1, 2002
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	February 18, 2003
Registration Number	2715578
International Registration Number	0851679
Registration Date	May 13, 2003
Owner	(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior Registrations	1078312;1157920;1219945;1303085;1401154;2180949;AND OTHERS
Description of Mark	Color is not claimed as a feature of the mark.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130424.
Renewal	1ST RENEWAL 20130424
Live/Dead Indicator	LIVE

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**Int. Cls.: 35 and 41**

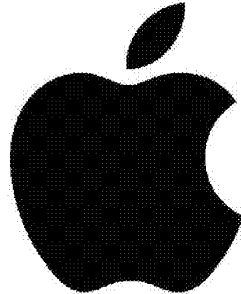
**Prior U.S. Cls.: 100, 101, 102 and 107**

**Reg. No. 3,298,028**

**United States Patent and Trademark Office**

**Registered Sep. 25, 2007**

**SERVICE MARK  
PRINCIPAL REGISTER**



APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: ARRANGING AND CONDUCTING TRADE SHOWS, AND TRADE SHOW EXPOSITIONS AND EXHIBITIONS IN THE FIELDS OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, AND CONSUMER ELECTRONICS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, CONDUCTING CLASSES, WORKSHOPS, CONFERENCES AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, INTERNET WEBSITE DESIGN, VIDEO PRODUCTS AND CONSUMER ELECTRONICS; ARRANGING OF EXHIBITIONS, SEMINARS AND CONFERENCES; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS AND COMPUTER SOFTWARE; PROVIDING A WEBSITE FOR THE UPLOADING, SHARING, VIEWING AND

POSTING OF PHOTOGRAPHS, DIGITAL IMAGES, MOVIES, VIDEOS, ONLINE JOURNALS, NAMELY WEB BLOGS IN GENERAL INTEREST FIELDS, AND OTHER RELATED MULTIMEDIA ENTERTAINMENT MATERIALS OVER A GLOBAL COMPUTER NETWORK; PROVIDING FITNESS AND EXERCISE FACILITIES; PHYSICAL FITNESS CONSULTATION AND INSTRUCTION; PROVIDING ON-LINE PUBLICATIONS IN THE NATURE OF NEWSLETTERS IN THE FIELD OF COMPUTERS AND EDUCATION; PROVIDING INFORMATION IN THE FIELD OF EDUCATION VIA THE INTERNET; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT VIA THE INTERNET CONCERNING MOVIES, MUSIC, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

SER. NO. 78-943,482, FILED 8-2-2006.

JEFFERY COWARD, EXAMINING ATTORNEY

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Goods and Services	IC 035. US 100 101 102. G & S: Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics. FIRST USE: 19810301. FIRST USE IN COMMERCE: 19810301  IC 041. US 100 101 107. G & S: Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events. FIRST USE: 19810301. FIRST USE IN COMMERCE: 19810301
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Trademark Search Facility Classification Code	VEG Plant life such as trees,flowers,fruits,grains,nuts,wreaths,and leaves
Serial Number	78943482
Filing Date	August 2, 2006
Current Basis	1A
Original Filing Basis	1A
Published for	

Opposition	July 10, 2007
Registration Number	3298028
International Registration Number	0946932
Registration Date	September 25, 2007
Owner	(REGISTRANT) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior Registrations	1114431;2715578;2753069;AND OTHERS
Description of Mark	Color is not claimed as a feature of the mark.
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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**Int. Cl.: 9**

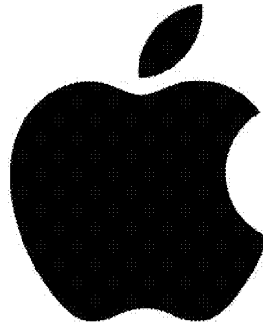
**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**Reg. No. 3,679,056**

**United States Patent and Trademark Office**

**Registered Sep. 8, 2009**

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: COMPUTERS; COMPUTER HARDWARE; COMPUTER PERIPHERALS; HANDHELD COMPUTERS; HANDHELD MOBILE DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, MANIPULATING, AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND AUDIOVISUAL FILES, FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL, AND OTHER DIGITAL DATA, FOR USE AS A DIGITAL FORMAT AUDIO PLAYER, HANDHELD COMPUTER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, CAMERA, AND GLOBAL POSITIONING SYSTEM (GPS) ELECTRONIC NAVIGATION DEVICE; DIGITAL AUDIO AND VIDEO RECORDERS AND PLAYERS; PERSONAL DIGITAL ASSISTANTS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; SATELLITE NAVIGATIONAL SYSTEMS, NAMELY, GLOBAL POSITIONING SYSTEMS (GPS); ELECTRONIC NAVIGATIONAL DEVICES, NAMELY, GLOBAL POSITIONING SATELLITE (GPS) BASED NAVIGATION RECEIVERS; COMPUTER GAME MACHINES FOR USE WITH EXTERNAL DISPLAY SCREENS, MONITORS, OR TELEVISIONS; A FULL LINE OF ACCESSORIES AND PARTS FOR THE AFOREMENTIONED GOODS; STANDS, COVERS, CASES, HOLSTERS, POWER ADAPTORS, AND WIRED AND WIRELESS REMOTE CONTROLS FOR THE AFOREMENTIONED GOODS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER NETWORKING HARD-

WARE; COMPUTER MONITORS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS; COMPUTER CABLES; MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; SET TOP BOXES; BATTERIES; BATTERY CHARGERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; DEVICES FOR HANDS-FREE USE; HEADPHONES; EARPHONES; EAR BUDS; AUDIO SPEAKERS; MICROPHONES; AND HEADSETS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; USER MANUALS FOR USE WITH, AND SOLD AS A UNIT WITH, THE AFOREMENTIONED GOODS; DOWNLOADABLE AUDIO AND VIDEO FILES, MOVIES, RING TONES, VIDEO GAMES, TELEVISION PROGRAMS, POD CASTS AND AUDIO BOOKS VIA THE INTERNET AND WIRELESS DEVICES FEATURING MUSIC, MOVIES, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS AND TOPICS OF GENERAL INTEREST, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1977; IN COMMERCE 1-31-1977.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 77-648,705, FILED 1-13-2009.

JERI J. FICKES, EXAMINING ATTORNEY

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Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. FIRST USE: 19770131. FIRST USE IN COMMERCE: 19770131

Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Trademark Search Facility Classification Code	VEG Plant life such as trees,flowers,fruits,grains,nuts,wreaths,and leaves
Serial Number	77648705
Filing Date	January 13, 2009
Current Basis	1A

Original Filing Basis	1A
Published for Opposition	June 23, 2009
Registration Number	3679056
International Registration Number	1014459
Registration Date	September 8, 2009
Owner	(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record	Thomas R. La Perle
Prior Registrations	1114431;2715578;2753069;AND OTHERS
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the design of an apple with a bite removed.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**Reg. No. 3,359,045**

**United States Patent and Trademark Office**

**Registered Dec. 25, 2007**

**TRADEMARK  
PRINCIPAL REGISTER**

**APPLE TV**

APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

OTHER MULTIMEDIA CONTENT, IN CLASS 9 (U.S.  
CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-21-2007; IN COMMERCE 3-21-2007.

FOR: COMPUTER HARDWARE; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO. 37955, FILED 11-13-2006.

OWNER OF U.S. REG. NOS. 1,078,312, 2,808,567 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV", APART FROM THE MARK AS SHOWN.

SER. NO. 77-152,380, FILED 4-9-2007.

ANGELA GAW, EXAMINING ATTORNEY

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Mar 12 03:20:53 EDT 2015

TESS HOME

NEW USER

STRUCTURED

FREE FORM

BROWSE DICT

SEARCH OG

BOTTOM

HELP

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Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

TSDR

ASSIGN Status

TTAB Status

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APPLE TV

Word Mark	APPLE TV
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content. FIRST USE: 20070321. FIRST USE IN COMMERCE: 20070321
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Trademark Search Facility	
Classification Code	LETS-2 TV Two letters or combinations of multiples of two letters
Serial Number	77152380
Filing Date	April 9, 2007
Current Basis	1A
Original Filing Basis	1A;44D
Published for Opposition	October 9, 2007
Registration Number	3359045
International Registration Number	0928475



Registration Date	December 25, 2007
Owner	(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record	Thomas R. La Perle
Priority Date	November 13, 2006
Prior Registrations	1078312;2034964;2808567;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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- NEW USER
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- FREE FORM
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# United States of America

United States Patent and Trademark Office

## APPLE STORE

**Reg. No. 3,710,912** APPLE INC. (CALIFORNIA CORPORATION)  
Registered Nov. 17, 2009 1 INFINITE LOOP  
CUPERTINO, CA 95014

**Int. Cls.: 37, 38, 41 and 42** FOR: MAINTENANCE, INSTALLATION AND REPAIR OF COMPUTER HARDWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONIC DEVICES, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

**SERVICE MARK** FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.  
**PRINCIPAL REGISTER**

FOR: TECHNICAL CONSULTING IN THE FIELD OF CONSUMER ELECTRONICS, NAMELY, TELEPHONES, CELLULAR TELEPHONES AND WIRELESS TELECOMMUNICATIONS DEVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF CONSUMER ELECTRONIC SYSTEMS FOR OTHERS, NAMELY, TELECOMMUNICATIONS SYSTEMS FEATURING TELEPHONES, CELLULAR TELEPHONES AND WIRELESS TELECOMMUNICATIONS DEVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 6-29-2007; IN COMMERCE 6-29-2007.

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, CONDUCTING CLASSES, WORKSHOPS, AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, INTERNET WEBSITE DESIGN, MUSIC, PHOTOGRAPHY AND VIDEO PRODUCTS AND CONSUMER ELECTRONICS; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING A FACILITY FOR LIVE CONCERTS AND SPECIAL EVENTS IN THE NATURE OF LIVE MUSICAL PERFORMANCES; TECHNICAL CONSULTING IN THE FIELD OF CONSUMER ELECTRONICS, NAMELY, AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE, COMPUTER SOFTWARE AND CONSUMER ELECTRONIC SYSTEMS FOR OTHERS, NAMELY, AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.

FOR: TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING COMPUTER HARDWARE, COMPUTER PERIPHERAL, COMPUTER SOFTWARE AND CONSUMER ELECTRONIC DEVICES; INSTALLATION, UPDATING, MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE; TECHNICAL CONSULTING IN THE FIELD OF COMPUTERS AND COMPUTER-BASED CONSUMER ELECTRONICS; COMPUTER AND CONSUMER



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 3,710,912** ELECTRONIC DIAGNOSTIC SERVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE, COMPUTER SOFTWARE AND COMPUTER-BASED CONSUMER ELECTRONIC SYSTEMS FOR OTHERS; COMPUTER DATA RECOVERY; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE OPERATION OF CONSUMER ELECTRONIC SYSTEMS FOR OTHERS IN THE NATURE OF AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,078,312, 3,317,089 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE", APART FROM THE MARK AS SHOWN.

SER. NO. 77-388,365, FILED 2-4-2008.

MARILYN IZZI, EXAMINING ATTORNEY



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# APPLE STORE

**Word Mark** APPLE STORE

**Goods and Services** IC 037. US 100 103 106. G & S: Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices. FIRST USE: 20010519. FIRST USE IN COMMERCE: 20010519

IC 038. US 100 101 104. G & S: Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications devices; consulting services in the field of selection, implementation and use of consumer electronic systems for others, namely, telecommunications systems featuring telephones, cellular telephones and wireless telecommunications devices. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629

IC 041. US 100 101 107. G & S: Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices. FIRST USE: 20010519. FIRST USE IN COMMERCE: 20010519

IC 042. US 100 101. G & S: Technical support services, namely, troubleshooting computer hardware, computer peripheral, computer software and consumer electronic devices; installation, updating, maintenance and repair of computer software; technical consulting in the field of computers and computer-based consumer electronics; computer and consumer electronic diagnostic services; consulting services in the field of selection, implementation and use of computer hardware, computer software and computer-based consumer electronic systems for others; computer data recovery; consulting services in the field of selection, implementation and use of computer hardware and computer software for the operation of consumer electronic systems for others in the nature of audio, audiovisual and home and portable entertainment systems and devices. FIRST USE: 20010519. FIRST USE IN COMMERCE: 20010519

**Standard Characters Claimed Mark**

Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77388365
Filing Date	February 4, 2008
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	September 1, 2009
Registration Number	3710912
International Registration Number	0973841
Registration Date	November 17, 2009
Owner	(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record	Thomas R. La Perle
Prior Registrations	1078312;2683410;3317089;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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# EXHIBIT 7

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Apple Corps Limited		02/02/2007	COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Apple Inc.		
Street Address:	1 Infinite Loop		
City:	Cupertino		
State/Country:	CALIFORNIA		
Postal Code:	95014		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2034964	APPLE	
Registration Number:	2041653		
Registration Number:	2036537		
Registration Number:	3200354		
CORRESPONDENCE DATA			
Fax Number:	(408)253-0186		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	408-974-2385		
Email:	laperle@apple.com		
Correspondent Name:	Thomas R. La Perle		
Address Line 1:	1 Infinite Loop		
Address Line 2:	MS: 3TM		
Address Line 4:	Cupertino, CALIFORNIA 95014		
NAME OF SUBMITTER:	Thomas R. La Perle		
Signature:	/Thomas R. La Perle/		

TRADEMARK

900073690

REEL: 003516 FRAME: 0288

CH \$115.00 2034964

Date:

04/05/2007

**Total Attachments: 3**

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Date: *February 2* 2007

**APPLE CORPS LIMITED**

as Assignor

**APPLE INC.**

as Assignee

## Assignment of Trade Marks

In United States of America

**TRADEMARK**

Field, Fisher, Waterhouse LLP 25 West Street, New York, NY 10006  
**REEL: 003516 FRAME: 0290**

**THIS ASSIGNMENT** is made this 2 day of February Two thousand and seven

**BETWEEN**

**APPLE CORPS LIMITED** a Company duly incorporated under the laws of England and Wales, of 27 Ovington Square, London, SW3 1LJ, United Kingdom (hereinafter called "the Assignor") of the one part;

**AND**

**APPLE INC.**, a Company duly incorporated under the laws of the State of California in the United States of America, of 1 Infinite Loop, Cupertino, California 95014, United States of America, (hereinafter called "the Assignee") of the other part.

**WHEREAS**

- a) The Assignor is the Registered Proprietor of the trade marks in the **United States of America**, details of which are set out in the Schedule hereto, (hereinafter called the "Trade Marks").
- b) The Parties have agreed upon the Assignment of the Trade Marks with the goodwill therein.

**NOW THIS ASSIGNMENT WITNESSETH** as follows:-

1. In consideration of US\$10 now paid by the Assignee to the Assignor (receipt and sufficiency of which the Assignor hereby acknowledges) the Assignor as beneficial owner hereby assigns and conveys unto the Assignee **ALL THE** property right title and interest in the Trade Marks **TOGETHER WITH** that part of the goodwill of the business connected with the use of and symbolised by the Trade Marks, but excluding any other goodwill of the business connected with the use of and symbolised by any other trade marks used in the business of the Assignor or any other name or style under which the business of the Assignor is conducted and **TO HOLD** the same unto the Assignee its

**TRADEMARK**

**REEL: 003516 FRAME: 0291**

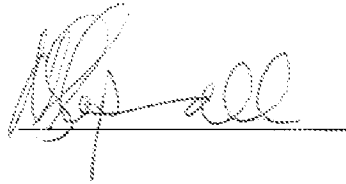
successors and assigns absolutely. For the avoidance of doubt, and without limitation, the goodwill connected with the use of and symbolised by the trade mark "The Beatles", or any variation thereof, is excluded from any goodwill being assigned hereunder.

**IN WITNESS WHEREOF** the Parties have executed this Assignment the day and year first above written.

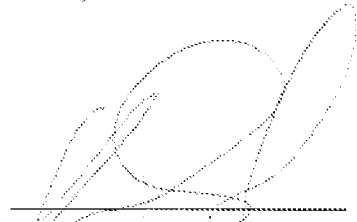
**SCHEDULE OF TRADE MARKS HEREINBEFORE REFERRED TO**

Trade Mark	Application/ Registration No.	Class(es)
APPLE	2034964	09
Whole Apple Device	2041653	09
Half Apple Device	2036537	09
Half Apple Device	3200354	09

Signed for and on behalf of  
**APPLE CORPS LIMITED**  
by



Signed for and on behalf of  
**APPLE INC.**  
by



Kevin Saul  
ASSISTANT SECRETARY

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Apple Corps Limited		05/22/2007	COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Apple Inc.		
Street Address:	1 Infinite Loop		
City:	Cupertino		
State/Country:	CALIFORNIA		
Postal Code:	95014		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3221275		
CORRESPONDENCE DATA			
Fax Number:	(408)253-0186		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	408-974-2385		
Email:	laperle@apple.com		
Correspondent Name:	Thomas R. La Perle		
Address Line 1:	1 Infinite Loop		
Address Line 2:	MS: 3TM		
Address Line 4:	Cupertino, CALIFORNIA 95014		
NAME OF SUBMITTER:	Thomas R. La Perle		
Signature:	/Thomas R. La Perle/		
Date:	05/24/2007		
Total Attachments: 3			

CH \$40.00 3221275

900077731

TRADEMARK  
REEL: 003549 FRAME: 0043

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source=Whole Apple Device#page3.tif

Date: *May 22* 2007

**Apple Corps Limited**

As Assignor

**Apple Inc.**

As Assignee

## Assignment of Trade Mark

in United States of America

TRADEMARK

REEL: 003549 FRAME: 0045

THIS ASSIGNMENT is made this <sup>May</sup> 22 day of April, Two thousand and seven

**BETWEEN**

**APPLE CORPS LIMITED**, a Company duly incorporated under the laws of England and Wales, of 27 Ovington Square, London, SW3 1LJ, United Kingdom (hereinafter called "the Assignor") of the one part;

**AND**

**APPLE INC.**, a Company duly incorporated under the laws of the State of California in the United States of America, of 1 Infinite Loop, Cupertino, California 95014, United States of America, (hereinafter called "the Assignee") of the other part.

**WHEREAS**

- a) The Assignor is the Registered Proprietor of trade mark Reg. No. 3,221,275 for Whole Apple Device in Class 9 in the **United States of America**, (hereinafter called the "Trade Mark").
- b) The Parties have agreed upon the Assignment of the Trade Mark with the goodwill therein.

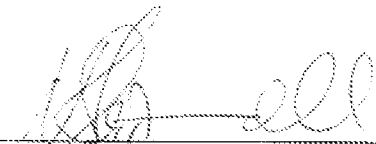
**NOW THIS ASSIGNMENT WITNESSETH** as follows:

- 1. In consideration of US\$10 now paid by the Assignee to the Assignor (receipt and sufficiency of which the Assignor hereby acknowledges) the Assignor as beneficial owner hereby assigns and conveys unto the Assignee **ALL THE** property right title and interest in the Trade Mark **TOGETHER WITH** that part of the goodwill of the business connected with the use of and symbolised by the Trade Mark, but excluding any other goodwill of the business connected with the use of and symbolised by any other trade marks used in the business of the Assignor or any other name or style under which the business of the Assignor is conducted and **TO HOLD** the same unto the Assignee its successors and assigns absolutely. For the avoidance of doubt, and without limitation,


the goodwill connected with the use of and symbolised by the trade mark "The Beatles",  
or any variation thereof, is excluded from any goodwill being assigned hereunder.

IN WITNESS WHEREOF the Parties have executed this Assignment the day and year first  
above written.

Signed for and on behalf of  
**APPLE CORPS LIMITED**  
by

  
\_\_\_\_\_  
(Name) N. G. SPINAL  
(Title) MANAGER

Signed for and behalf of  
**APPLE INC.**  
by

  
\_\_\_\_\_  
(Name) KEVIN SAUL  
(Title) ASSISTANT SECRETARY



## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Apple Corps Limited		01/07/2008	COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Apple Inc.		
Street Address:	1 Infinite Loop		
City:	Cupertino		
State/Country:	CALIFORNIA		
Postal Code:	95014		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3317089	APPLE	
CORRESPONDENCE DATA			
Fax Number:	(408)253-0186		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	408-974-2385		
Email:	laperle@apple.com		
Correspondent Name:	Thomas R. La Perle		
Address Line 1:	1 Infinite Loop		
Address Line 2:	MS: 3TM		
Address Line 4:	Cupertino, CALIFORNIA 95014		
NAME OF SUBMITTER:	Thomas R. La Perle		
Signature:	/Thomas R. La Perle/		
Date:	01/07/2008		
Total Attachments: 2			

900095752

TRADEMARK  
REEL: 003691 FRAME: 0084

CH \$40.00 3317089



THIS ASSIGNMENT is made this <sup>7<sup>th</sup></sup> day of ~~November~~ <sup>January</sup>, Two thousand and ~~seven~~ <sup>eight</sup>

**BETWEEN**

**APPLE CORPS LIMITED**, a Company duly incorporated under the laws of England and Wales, of 27 Ovington Square, London, SW3 1LJ, United Kingdom (hereinafter called "the Assignor") of the one part;

**AND**

**APPLE INC.**, a Company duly incorporated under the laws of the State of California in the United States of America, of 1 Infinite Loop, Cupertino, California 95014, United States of America, (hereinafter called "the Assignee") of the other part.

**WHEREAS**

- a) The assignor is the Registered Proprietor of trade mark Reg. No. 3,317,089 for **APPLE** in Class 9 in the **United States of America**, (hereinafter called the "Trade Mark").
- b) The Parties have agreed upon the Assignment of the Trade Mark with the goodwill therein.

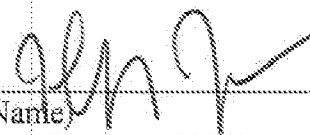
**NOW THIS ASSIGNMENT WITNESSETH** as follows:

- 1. In consideration of US\$10 now paid by the Assignee to the Assignor (receipt and sufficiency of which the Assignor hereby acknowledges) the Assignor as beneficial owner hereby assigns and conveys unto the Assignee **ALL THE** property right title and interest in the Trade Mark **TOGETHER WITH** that part of the goodwill of the business connected with the use of and symbolised by the Trade Mark, but excluding any other goodwill of the business connected with the use of and symbolised by any other trade marks used in the business of the Assignor or any other name or style

under which the business of the Assignor is conducted and **TO HOLD** the same unto the Assignee its successors and assigns absolutely. For the avoidance of doubt, and without limitation, the goodwill connected with the use of and symbolised by the trade mark "The Beatles", or any variation thereof, is excluded from any goodwill being assigned hereunder.

**IN WITNESS WHEREOF** the Parties have executed this Assignment the day and year first above written.

Signed for and on behalf of  
**APPLE CORPS LIMITED**  
by

  
\_\_\_\_\_  
(Name)  
(Title)  
**JEFF JONES**  
**CEO APPLE CORPS. LTD**

Signed for and behalf of  
**APPLE INC.**  
by

  
\_\_\_\_\_  
(Name) Kevin Saul  
(Title) Assistant Secretary

# EXHIBIT 8

**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**Reg. No. 2,034,964**

**United States Patent and Trademark Office**

**Registered Feb. 4, 1997**

**TRADEMARK  
PRINCIPAL REGISTER**

**APPLE**

APPLE CORPS LIMITED (UNITED KINGDOM  
COMPANY)  
27 OVINGTON SQUARE  
LONDON SW3 1LJ, ENGLAND

FOR: GRAMOPHONE RECORDS FEATUR-  
ING MUSIC; PRE-RECORDED AUDIO TAPE  
CASSETTES FEATURING MUSIC; AUDIO  
COMPACT DISCS FEATURING MUSIC; PRE-  
RECORDED VIDEO TAPE CASSETTES FEA-

TURING MUSIC; VIDEO LASER DISCS FEA-  
TURING MUSIC, IN CLASS 9 (U.S. CLS. 21, 23,  
26, 36 AND 38).

FIRST USE 8-0-1968; IN COMMERCE  
8-0-1968.

SER. NO. 74-693,839, FILED 6-26-1995.

ZHALEH DELANEY, EXAMINING ATTOR-  
NEY

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Typed Drawing

Word Mark	APPLE
Goods and Services	IC 009. US 021 023 026 036 038. G & S: gramophone records featuring music; pre-recorded audio tape cassettes featuring music; audio compact discs featuring music; pre-recorded video tape cassettes featuring music; [ video laser discs featuring music ]. FIRST USE: 19680800. FIRST USE IN COMMERCE: 19680800
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74693839
Filing Date	June 26, 1995
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 12, 1996
Registration Number	2034964
Registration Date	February 4, 1997
Owner	(REGISTRANT) Apple Corps Limited COMPANY UNITED KINGDOM 27 Ovington Square London SW3 1LJ ENGLAND (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070326.
Renewal	1ST RENEWAL 20070326

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**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**Reg. No. 3,317,089**

**United States Patent and Trademark Office**

**Registered Oct. 23, 2007**

**TRADEMARK  
PRINCIPAL REGISTER**

**APPLE**

APPLE CORPS LIMITED (UNITED KINGDOM  
COMPANY)  
27 OVINGTON SQUARE  
LONDON SW3 1LJ, UNITED KINGDOM

FOR: MUSICAL SOUND RECORDS; SOUND RECORDS FEATURING ENTERTAINMENT; SOUND RECORDS FEATURING MUSIC, MUSICIANS, DOCUMENTARIES, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, DRAMA AND FICTION; MUSICAL VIDEO RECORDS; VIDEO RECORDS FEATURING ENTERTAINMENT; VIDEO RECORDS FEATURING MUSIC, MUSICIANS, CARICATURES, CARTOONS, ANIMATION, DOCUMENTARIES, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, DRAMA AND FICTION; CINEMATOGRAPHIC FILMS; MUSICAL SOUND RECORDINGS; MUSICAL VIDEO RECORDINGS; AUDIO AND VISUAL RECORDINGS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS; PRE-RECORDED COMPACT DISCS, AUDIO TAPES, GRAMOPHONE RECORDS, VIDEO TAPES, VIDEO DISCS, DVDS,

CD-ROMS AND INTERACTIVE COMPACT DISCS, ALL FEATURING OR RELATING TO MUSIC AND FILMS; DIGITALLY RECORDED SOUND AND VIDEO RECORDS; DOWNLOADABLE MUSICAL SOUND AND VIDEO RECORDS; DOWNLOADABLE SOUND AND VIDEO RECORDS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF ERPN CMNTY TM OFC REG. NO. 00218990, DATED 11-16-2000, EXPIRES 4-1-2016.

OWNER OF U.S. REG. NO. 2,034,964.

SER. NO. 78-430,230, FILED 6-4-2004.

DARRYL SPRUILL, EXAMINING ATTORNEY



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APPLE

Word Mark	APPLE
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical video records; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, [ audio tapes, ] gramophone records, [ video tapes, ] video discs, DVDs, CD-ROMs (( and interactive compact discs, )) all featuring or relating to music and films; digitally recorded sound and video records; (( downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films ))
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78430230
Filing Date	June 4, 2004
Current Basis	44E
Original Filing Basis	44E
Published for Opposition	October 4, 2005
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	3317089

**Registration Date**      October 23, 2007

**Owner**                (REGISTRANT) Apple Corps Limited COMPANY UNITED KINGDOM 27 Ovington Square London SW3 1LJ UNITED KINGDOM

                              (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014

**Assignment Recorded**      ASSIGNMENT RECORDED

**Attorney of Record**        Thomas R. La Perle

**Prior Registrations**        2034964

**Type of Mark**            TRADEMARK

**Register**                PRINCIPAL

**Affidavit Text**          SECT 15. SECT 8 (6-YR).

**Live/Dead Indicator**      LIVE

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Int. Cl.: 9

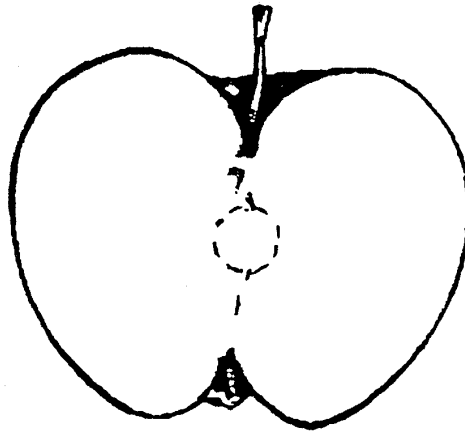
Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,036,537

**United States Patent and Trademark Office**

Registered Feb. 11, 1997

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE CORPS LIMITED (UNITED KINGDOM  
COMPANY)  
27 OVINGTON SQUARE  
LONDON SW3 1LJ, ENGLAND

FIRST USE 8-0-1968; IN COMMERCE  
8-0-1968.

SER. NO. 74-693,838, FILED 6-26-1995.

FOR: GRAMOPHONE RECORDS FEATUR-  
ING MUSIC; PRE-RECORDED AUDIO COM-  
PACT DISCS FEATURING MUSIC, IN CLASS 9  
(U.S. CLS. 21, 23, 26, 36 AND 38).

ZHALEH DELANEY, EXAMINING ATTOR-  
NEY

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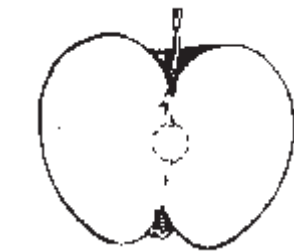
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Goods and Services	IC 009. US 021 023 026 036 038. G & S: gramophone records featuring music; pre-recorded audio compact discs featuring music. FIRST USE: 19680800. FIRST USE IN COMMERCE: 19680800
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	74693838
Filing Date	June 26, 1995
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 19, 1996
Registration Number	2036537
Registration Date	February 11, 1997
Owner	(REGISTRANT) Apple Corps Limited COMPANY UNITED KINGDOM 27 Ovington Square London SW3 1LJ ENGLAND  (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070317.

Renewal	1ST RENEWAL 20070317
Live/Dead Indicator	LIVE

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Int. Cl.: 9

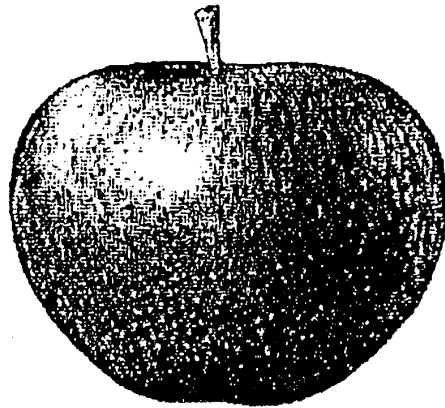
Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,041,653

United States Patent and Trademark Office

Registered Mar. 4, 1997

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE CORPS LIMITED (UNITED KINGDOM  
COMPANY)  
27 OVINGTON SQUARE  
LONDON, ENGLAND SW3 1LJ

FOR: GRAMOPHONE RECORDS FEATUR-  
ING MUSIC; PRE-RECORDED AUDIO TAPE  
CASSETTES FEATURING MUSIC; AUDIO  
COMPACT DISCS FEATURING MUSIC; PRE-  
RECORDED VIDEO TAPE CASSETTES FEA-  
TURING MUSIC; VIDEO LASER DISCS FEA-

TURING MUSIC, IN CLASS 9 (U.S. CLS. 21, 23,  
26, 36 AND 38).

FIRST USE 8-0-1968; IN COMMERCE  
8-0-1968.

THE STIPPLING IN THE DRAWING IS  
USED TO SHOW SHADING AND IS NOT A  
FEATURE OF THE MARK.

SER. NO. 74-693,680, FILED 6-26-1995.

ZHALEH DELANEY, EXAMINING ATTOR-  
NEY

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Goods and Services

IC 009. US 021 023 026 036 038. G & S: gramophone records featuring music; pre-recorded audio tape cassettes featuring music; audio compact discs featuring music; pre-recorded video tape cassettes featuring music; [ video laser discs featuring music ]. FIRST USE: 19680800. FIRST USE IN COMMERCE: 19680800

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

05.09.05 - Apples

Serial Number

74693680

Filing Date

June 26, 1995

Current Basis

1A

Original Filing Basis

1A

Published for Opposition

December 10, 1996

Registration Number

2041653

Registration Date

March 4, 1997

Owner

(REGISTRANT) Apple Corps Limited COMPANY UNITED KINGDOM 27 Ovington Square London ENGLAND SW3 1LJ  
(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014

Assignment Recorded

ASSIGNMENT RECORDED

Attorney of



Record	Thomas R. La Perle
Description of Mark	The stippling in the drawing is used to show shading and is not a feature of the mark.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070326.
Renewal	1ST RENEWAL 20070326
Live/Dead Indicator	LIVE

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**Int. Cl.: 9**

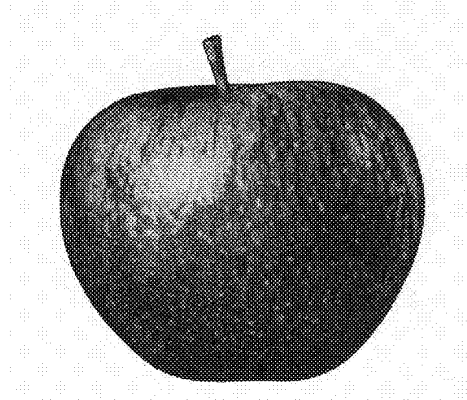
**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**United States Patent and Trademark Office**

**Reg. No. 3,221,275**

**Registered Mar. 27, 2007**

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE CORPS LIMITED (UNITED KINGDOM  
COMPANY)  
27 OVINGTON SQUARE  
LONDON SW3 1LJ, UNITED KINGDOM

FOR: MUSICAL SOUND RECORDINGS; SOUND RECORDINGS FEATURING ENTERTAINMENT, MUSIC, MUSICIANS, DOCUMENTARIES, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, HISTORICAL NARRATIVES, DRAMA AND FICTION; MUSICAL VIDEO RECORDINGS; MUSICAL CINEMATOGRAPHIC FILMS; VIDEO RECORDS AND CINEMATOGRAPHIC FILMS FEATURING ENTERTAINMENT, MUSIC, MUSICIANS, CARICATURES, CARTOONS, ANIMATION, TELEVISION PROGRAMS, DOCUMENTARIES, FILM EXCERPTS, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, HISTORICAL NARRATIVES, DRAMA AND FICTION; SOUND RECORDINGS, VIDEO RECORDS, CINEMATOGRAPHIC FILMS, NAMELY, TELEVISION PROGRAMS, MOTION PICTURES, AUDIO VISUAL RECORDS AND AUDIO VIDEO FILM FOOTAGE FOR TELEVISION AND OTHER TRANSMISSION; AUDIO AND VISUAL RECORDINGS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS; PRE-RE-

CORDED COMPACT DISCS, AUDIO TAPES, GRAMOPHONE RECORDS, VIDEO TAPES, VIDEO DISCS, DVDS, CD-ROMS AND INTERACTIVE COMPACT DISCS, ALL FEATURING OR RELATING TO MUSIC AND FILMS; DIGITALLY RECORDED SOUND AND VIDEO RECORDS FEATURING MUSIC, ENTERTAINMENT AND CINEMATOGRAPHIC FILMS; DOWNLOADABLE MUSICAL SOUND AND VIDEO RECORDS; DOWNLOADABLE SOUND AND VIDEO RECORDS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

OWNER OF ERPN CMNTY TM OFC REG. NO. 207274, DATED 10-5-1999, EXPIRES 4-1-2016.

OWNER OF U.S. REG. NO. 2,041,653.

THE MARK CONSISTS OF AN ARTISTIC RENDERING OF AN APPLE.

SER. NO. 78-430,266, FILED 6-4-2004.

GINA HAYES, EXAMINING ATTORNEY

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Goods and Services	IC 009. US 021 023 026 036 038. G & S: Musical sound recordings; sound recordings featuring entertainment, music, musicians, documentaries, biographies, interviews, performances, reviews, historical narratives, drama and fiction; musical video recordings; musical cinematographic films; video records and cinematographic films featuring entertainment, music, musicians, caricatures, cartoons, animation, television programs, documentaries, film excerpts, biographies, interviews, performances, reviews, historical narratives, drama and fiction; sound recordings, video records, cinematographic films, namely, television programs, motion pictures, audio visual records and audio video film footage for television and other transmission; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, audio tapes, gramophone records, video tapes, video discs, DVDs, CD-ROMs and interactive compact discs, all featuring or relating to music and films; digitally recorded sound and video records featuring music, entertainment and cinematographic films; downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	78430266
Filing Date	June 4, 2004
Current Basis	44E
Original Filing Basis	44E
Published for Opposition	November 21, 2006
Registration Number	3221275
International Registration	1028240

Number	
Registration Date	March 27, 2007
Owner	(REGISTRANT) Apple Corps Limited COMPANY UNITED KINGDOM 27 Ovington Square London SW3 1LJ UNITED KINGDOM
	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior Registrations	2041653
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of an artistic rendering of an apple.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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**Int. Cl.: 9**

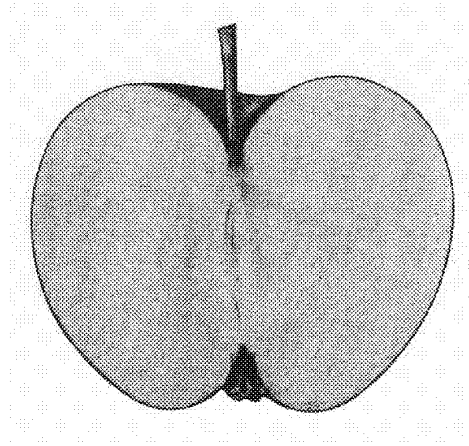
**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**United States Patent and Trademark Office**

**Reg. No. 3,200,354**

**Registered Jan. 23, 2007**

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE CORPS LIMITED (UNITED KINGDOM  
COMPANY)  
27 OVINGTON SQUARE  
LONDON SW3 1LJ, UNITED KINGDOM

FOR: MUSICAL SOUND RECORDINGS; SOUND RECORDINGS FEATURING ENTERTAINMENT, MUSIC, MUSICIANS, DOCUMENTARIES, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, HISTORICAL NARRATIVES, DRAMA AND FICTION; MUSICAL VIDEO RECORDINGS; MUSICAL CINEMATOGRAPHIC FILMS; VIDEO RECORDS AND CINEMATOGRAPHIC FILMS FEATURING ENTERTAINMENT, MUSIC, MUSICIANS, CARICATURES, CARTOONS, ANIMATION, TELEVISION PROGRAMS, DOCUMENTARIES, FILM EXCERPTS, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, HISTORICAL NARRATIVES, DRAMA AND FICTION; SOUND RECORDINGS, VIDEO RECORDS, CINEMATOGRAPHIC FILMS, NAMELY, TELEVISION PROGRAMS, MOTION PICTURES, AUDIO VISUAL RECORDS AND AUDIO VIDEO FILM FOOTAGE FOR TELEVISION AND OTHER TRANSMISSION; AUDIO AND VISUAL RECORDINGS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS; PRE-RE-

CORDED COMPACT DISCS, AUDIO TAPES, GRAMOPHONE RECORDS, VIDEO TAPES, VIDEO DISCS, DVDS, CD-ROMS AND INTERACTIVE COMPACT DISCS, ALL FEATURING OR RELATING TO MUSIC AND FILMS; DIGITALLY RECORDED SOUND AND VIDEO RECORDS FEATURING MUSIC, ENTERTAINMENT AND CINEMATOGRAPHIC FILMS; DOWNLOADABLE MUSICAL SOUND AND VIDEO RECORDS; DOWNLOADABLE SOUND AND VIDEO RECORDS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

OWNER OF ERPN CMNTY TM OFC REG. NO. 207209, DATED 12-9-1998, EXPIRES 4-1-2016.

OWNER OF U.S. REG. NO. 2,036,537.

THE MARK CONSISTS OF AN ARTISTIC RENDERING OF A HALF APPLE.

SER. NO. 78-430,282, FILED 6-4-2004.

GINA HAYES, EXAMINING ATTORNEY

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**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Musical sound recordings; sound recordings featuring entertainment, music, musicians, documentaries, biographies, interviews, performances, reviews, historical narratives, drama and fiction; musical video recordings; musical cinematographic films; video records and cinematographic films featuring entertainment, music, musicians, caricatures, cartoons, animation, television programs, documentaries, film excerpts, biographies, interviews, performances, reviews, historical narratives, drama and fiction; sound recordings, video records, cinematographic films, namely, television programs, motion pictures, audio visual records and audio video film footage for television and other transmission; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, audio tapes, gramophone records, video tapes, video discs, DVDs, CD-ROMs and interactive compact discs, all featuring or relating to music and films; digitally recorded sound and video records featuring music, entertainment and cinematographic films; downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films

Mark Drawing Code	(2) DESIGN ONLY
Design	05.09.05 - Apples
Search Code	05.09.13 - Fruits (slices or quarters of)
Serial Number	78430282
Filing Date	June 4, 2004
Current Basis	44E
Original Filing Basis	44E
Published for Opposition	November 7, 2006
Registration Number	3200354
International Registration	1028102

Number	
Registration Date	January 23, 2007
Owner	(REGISTRANT) Apple Corps Limited COMPANY UNITED KINGDOM 27 Ovington Square London SW3 1LJ UNITED KINGDOM
	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior Registrations	2036537
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of an artistic rendering of a half apple.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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